The Coin Machine Review

March, 1938

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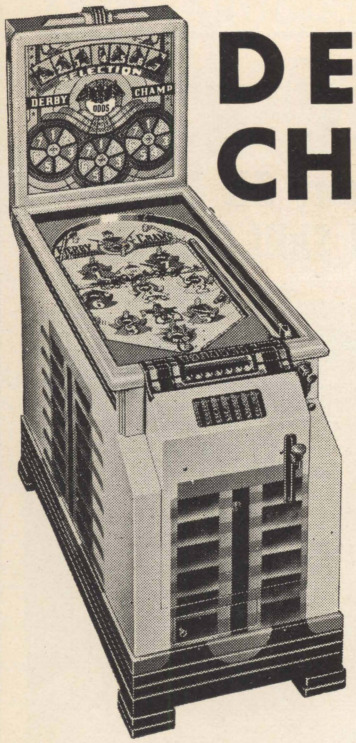
Keeney's new 1938 games are certainly "going" in the West. Derby Champ is out-selling and out-earning all other payout tables in the payout territories. And Free Races is doing a payout table job (even though a non-payout game) in the "closed" territory areas.

The Keeney Konsoles, Kentucky Club and the 1938 Model Track Time, are also "going" big in the console spots. Get these new Keeney "Blue Ribbon Winners" on your locations before somebody else does.



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3 COIN MACHINE REVIEW

NEW KEENEY KONSOLES

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4-dial, 7-play, console game with $10 ALL CASH top award. Extends the play thrill beyond that of any other console game.

1938 Model TRACK TIME

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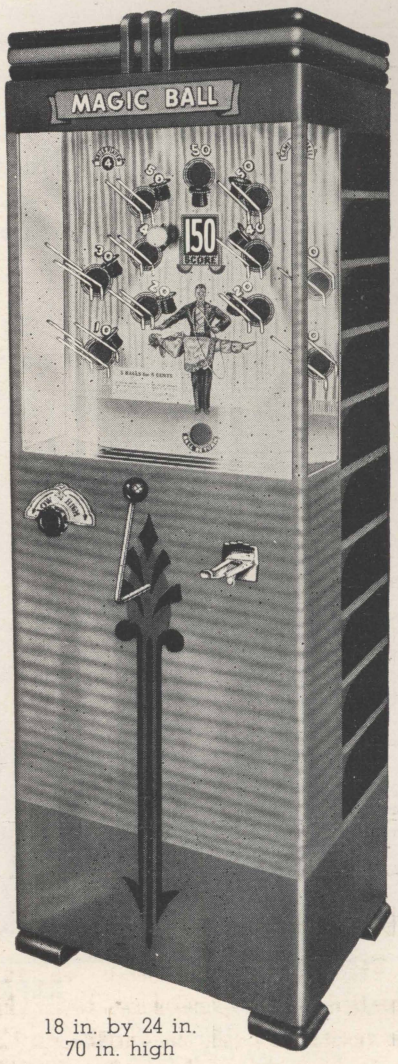

See that magic ball "float through the air with the greatest of ease" and you see why MAGIC BALL actually rivals pay-outs in earning power! And it's ALL profit too — not one penny deducted for awards.

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We're Late!

This month's issue of the REVIEW is reaching you a few days later than usual due to the recent floods in southern California. For a period of four days the REVIEW office was cut off from rail, air and phone contact with the outside world.

Thank you for bearing with us in this extreme emergency and, all things being equal, your REVIEW will reach you promptly on time next month and in the months to follow.

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The Game with a Future

By B. K. ANDERSON

I CAN'T tell you Joe's last name because when he reads this he is going to know that I've taken a lot of liberty, not only with his private business, but also his private life and private thoughts. And as long as I don't use his last name he can always say, "That guy was talking about some other operator."

That's a funny thing about operators. They don't mind your saying they bought a carload of Whoozit's machines, or are cleaning up by putting daily high score awards on their games. Sometimes you can even say that their business is rotten.

But they never tell you that they prefer the coin machine game to all others. Not for publication they don't.

Nine out of ten times they say, "This is the rottenest, dirtiest, cut-throat way of making a living on earth. I wish I was a barber, a preacher, or had a hot-dog stand someplace."

Joe talks like that too—most of the time. Why? Because he's an operator; and operators, like writers and doctors, have to be cynical.

Joe might have gotten by with this sham indefinitely, this I-only-operate-to-keep-from-starving front of his, if I hadn't bummed a ride down to Springfield with him the other day.

According to the calendar it was still several weeks before the green wave of spring was supposed to swing up the Missouri Valley. Someone, however, had slipped up. The air was warm enough that we were able to let the windows of the car down, and there was the smell of things beginning to bud and grow.

For the first fifty miles Joe didn't say a thing. He just lay back in the seat with his eyes almost closed. I was scared he was going to fall asleep.

"Joe," I said, making conversation, "what are you going to do with that degree you got in engineering?"

Perhaps I should have told you before, that's how Joe first became an operator. He needed part time work to put himself through school. He got through two years ago, and as far as I can see he has done nothing, except double his number of locations a couple of times, since then.

"I dunno," Joe says yawning. " I know a lot of engineers who don't eat nearly as regularly as I do."

"But you're always crying about what a lousy game coin machine operating is," I reminded him.

"All operators do that," he said with a hurt tone, "and engineers say the same thing about their work."

Now, I thought to myself, I'll get the whole low-down on this business.

"Well, if you like operating so much, why did you spend all that time and money studying engineering?" I challenged.

"Not that it's any of your business," Joe shot back, "but you can put this in your little red book, I didn't waste a thing. I found out as much about coin machines in schools as I did operating them."

I could see that Joe was getting a little hot under the collar, so I didn't waste any time. I told him that certainly all the principles of mechanics and theories they had taught him would help some, but I didn't think it was worth spending six years in college for. He could have learned the same things in a more practical way overhauling his own machines.

"You're dumb," he says, "but maybe you can understand this if I explain it simple-like. In the first place a man who services a machine isn't an operator, he's a mechanic. An operator is a salesman who can place a machine on location and make it pay."

Joe eyed me a minute, as if contemplating whether it was worthwhile going on. He must have decided to try. He said, "Now look, this may all sound silly to you, but wait until I'm done before you ask any questions.

"When I first went to college, I was determined to be an engineer. I still am —a coin machine engineer. And I took that field because I believe that in the next twenty-five years it is going to be one of the ten most important industries in this country. It will rank right up there with radio, automobiles, and steel.

"I can prove it too. Look, way back there when they had that industrial revolution. That was when people first realized just how important machinery was. At first they didn't take to it, because they had been working every hour they were awake to make a living. They didn't know what to do with their spare time. Then they found out that they could have more fun doing things they liked to do than working. So, they set up a yell for better machines to give them more spare time. And the machines got better and better.

"Why look at this country. Five years ago the cry was for a forty-hour week. Today it's for a thirty-five-hour week, and already the thirty-hour week is getting a big play.

"In other words, people don't want to do anything any more that a machine can do equally as well. And that's where coin machines come in. They are the salesmen, the retailers of tomorrow."

I couldn't restrain myself any longer. 'Do you mean, Joe, that we aren't going to have any more salesmen after this development in merchandising vendors you're talking about?"

"You missed the point," he shot back. "We'll have salesmen,—probably not as many, nor will they work anywhere near as many hours as now. But the point is that advertising of brands in all fields, and the popularity of packages, their cleanliness, and all that sort of thing, all point to machine sales of most products.

"After all, the machine is the perfect salesman. It gives honest and uniform weight and service. Advertising has become so thorough that the present day customer does not ask for products; he asks for brand names. In other words, the customer is sold before he goes to market.

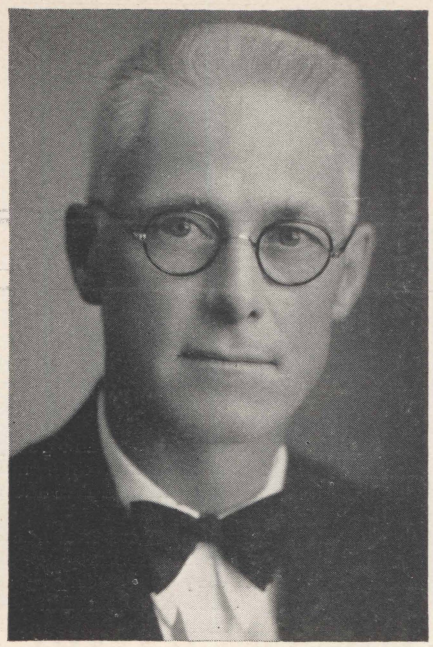
"Which brings up a very important point. Unless operators realize the immensity and profitability of this future for coin machines, and take up the pioneering of them, other interests will. A good demonstration of this is the Coca-Cola electric refrigerated, coin-operated, "coke" dispenser which has opened many new locations recently, that never before had a coin machine within their walls. And in one building I know of, that has both a fountain and a dispenser, the machine is doing far more business."

"But, Joe, they have to have clerks in the stores, someone to take care of things and make change. Machines would only add to the expense," I suggested.

"There'll be more machines in the stores, but that still isn't the big market," "Think of the thousands of buildings, community centers, and specialized businesses that wouldn't support all the investment required to maintain other retail outlets. It is there, where the machines take the product to the consumer's door, that the real future lies. And don't forget that stores close, but machines offer twenty-four hour daily service.

"A good example of this," Joe says, motioning to a ramshackle filling station along the highway, "is gas stations. It would be the easiest thing in the world to build and maintain coin operated gas and oil stations. They would require much less capital. Anyone who has traveled knows that there are plenty of stretches of highway that couldn't support an elaborate set-up with several attendants on the payroll, but would welcome and make profitable the installation of coin operated pumps.

(See Col. 2, Page 8)



J. J. Long, Commander of Legion Post, Yakima, Wash. The Legion boys learned about vending machines from him.

Legionnaire-Operator

gets "free publicity."

YAKIMA, Wash. (RC)—When it comes to breaking in on free advertising and publicity there are few operators anywhere who do much better than J. J. Long of Yakima did when he was elected commander of Logan Wheeler post of the American Legion at Yakima.

And it all came about without any effort on Long's part. The new legion post commander has a string of vending machines and one meeting night, soon after he was elected, a group of the boys conspired with the owner of one of his locations.

The meeting was nearing its close when two deputy sheriffs marched in carrying one of Long's peanut vending machines. The post immediately resolved itself into a committee of the whole to try the new commander on some imaginary charge in relation to the machine.

The result was that the mechanics of the machine, the method of operation and the whole history of the industry were brought out in the meeting of 75 or 100 men. They had a lot of fun and all those attending went away with a better understanding of the functions of a vending machine.

After the thing had gone on for a while the boys realized they were giving Long a lot of free advertising. He was fined twenty-five cents on the strength of it, but someone said the whole crowd was out looking for peanut machines the next day.

Long's main business is serving as chief clerk for the Yakima Fruit Growers' Association, but he also finds time to run one of the largest strings of vending machines in Yakima. He has been an active American Legion member for many years.

* * *

"I've just come from the beauty parlor."

"You didn't get waited on, did you?"

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4-column Advance
Shipman 1c Cigarette Machine
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• SLUG PROOF
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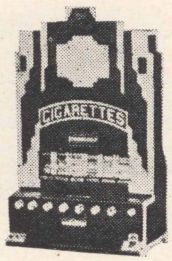

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• FREE BOOK MATCH

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X.L. COIN MACHINE CO.
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Game with Future

(Continued from Page 7)

Don't forget the twenty-four hour service on that one either."

"You're getting into awfully expensive equipment, Joe," I suggested.

"That's nothing," he smiled. "What would you think about coin operated elevators. Don't forget there are a lot of people who are always in a hurry. That's why boys in the subway can sell nickels four for a quarter. Why, I have it from good authority that in some foreign countries they charge you a few cents every time you use an elevator. You could take over an elevator already in a building. It would be a private elevator for every executive in a hurry, every party that didn't want to be split because of an already crowded lift, every guy and his best girl—.

"It's an unlimited field," Joe went on enthusiastically. "Take the parking meters, for instance. They demonstrate that what has always been considered public privilege, now is becoming private privilege with the deposit of a coin. Another example is the proposed toll highways. What's to prevent other communities and private interests from doing the same thing on a smaller scale, and collecting the toll through coin controlled devices?"

"Nothing much, I guess," I answered weakly.

Joe smiled warmly. "That explains why I'm an operator. It's the game with a future."

TODAY

By MAC MOHR

I have an axe to grind. Some may not like it, some may applaud. I'm sorry about those who don't like it, and I'm sorry if any feelings are hurt. But the coin machine business of today, as we all know, is not what it should be—not what it could be. Though I may use my name, and that of my firm, more or less frequently, it will be done simply because I can speak best from personal experience. In this column I intend to talk about some of the problems facing the industry, as I see them, TODAY, giving a solution wherever that is possible.

However, in analyzing the future possibilities of the coin machine business, we cannot see the same picture continuing—for ourselves or others. The jobber or distributor, whichever you may choose to call him, in order to exist must operate and operate openly, not hiding behind any aliases or anybody's skirts. And if he has confidence in the games he is going to sell to the operators, he should have confidence enough to operate that equipment himself.

Also, the old routine method of operation, to my way of thinking, has to be altered completely. The trend is definitely toward legal amusement, and if we are to exist and be successful and remain in the coin machine business, my contention is that we must diversify our operations to three or four different legal types of amusement machines. We must choose machines which the various manufacturers bring out, which show merit, irrespective of their price. Bear in mind, of course, that when I say "irrespective of cost" I do not mean something exorbitant, a game priced at $200, for example, and worth not more than $100.

All too often, because there is not the volume of business formerly enjoyed, the manufacturer runs away with himself in the matter of price. The fact that they do not have volume should not mean that they must, of necessity, triple or quadruple the price of new amusement equipment they put on the market. That very thing, it may be believed, is one reason why volume has decreased so markedly.

It is true that there are two or three games that will appear on the market shortly which will not, in my estimation, be overpriced even though they will sell in the neighborhood of $200. Nevertheless there are too many games now offered which do not have the appearance their cost should warrant, nor the earning capacities one might reasonably expect from such equipment, which are, in fact, so overpriced that they are virtually an insult to the intelligence of the men in the coin machine business who are endeavoring to earn a decent living.

My candid advice to operators would be to test anything in the way of new items which appear on the market and seem to have merit, before going in too deeply on expensive equipment. If tests show that the earning power is there, then play along with that type of game for all it is worth. If that practice is followed then the distributor, you, and the manufacturer will all be more successful and will remain friends.

As for the manufacturers, I would recommend that they use a sane method in pricing their equipment, put on the market and offered for the operator to buy. Any legitimate manufacturer who wants to stay in business and looks forward to the future of this industry will not, I am sure, take offense at this suggestion—and there are still a few in the business who may be called legitimate manufacturers.

Only by getting at the cause of the sickness can a cure be accomplished, and outside of the ever-present need for something "new" in the way of game ideas, the industry's greatest ill is unreasonably high price fixing. ●

Penny-at-Time

transactions handled easily by vendors.

DAYTON, O. (RC) — The three compartment peanut and vending machine, "Snacks," being placed in locations locally by W & L Service has been a winner from the start, according to Robert Lutes of the Dayton firm.

"The fact that the machines vend high grade nuts and candies, rather than inferior merchandise, make them particularly popular with small store owners, druggists, and similar business men. We have placed quite a number of these machines in drug stores where they already have nut selling set-ups. Of course, the stores feature nickel and dime sales, and our machines vend the nuts for a penny. Druggists like the machines, particularly, for the youngsters don't have to bother them so much with penny purchases," Lutes declares.

"It has been my own experience in business that if a kid comes in with a nickel to buy some candy, he will make his purchases a penny at a time. He will buy one penny item, and get four cents change. Then he will stand around a bit and make another purchase, causing the proprietor to handle another transaction.

"The new Snacks machine is going to insure many a druggist a longer life, besides saving him a good deal on shoe leather." ●

Attention . . . . VENDING MACHINE OPERATORS
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
PEANUT-SHAPED CHEWING GUM
Will vend in any peanut vending machine
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Out of 150 FURYS Only 10 Left
$6.50 Each

PICK ANY FIVE GAMES OUT OF FOLLOWING FOR $19.99—PLACE THEM ON PENNY COIN SHOOTS AND WATCH PENNIES ROLL IN: California Express, Lite Up Domino, Draw Ball, Rebound, Cheer Leader, Scorelite, Criss Cross, Torpedo, Budget, Rapid Transit, Tornado, Mad Cap, Advancelite, Fifty Grand, California Game Co.'s Bells, Stock Exchange, Big Shot, Frolic, Ball Fan.
Have 200 such games to choose from.

COUNTER GAMES

Exhibit Co. Selectem	$4.50
Exhibit Co. Horses	4.50
Chas. Fey's Cadet	6.50
Cent A Pack—Like New	7.50
Reel Spot	15.00

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	Each
Preakness, in Good Condition, Still First in Play	$52.50
Stoners Turf Champs	35.00
Bally Derby Odd Changing Lektro Pack Equipped	17.50
Pacific Co. Palooka	15.00
All Other Tables Too Numerous to Mention.	

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The new Light-Up Grille answers the problem. Installed in less than five minutes, this new Grille with its handsome two color lighting, streamlines your phonograph, improving the appearance of any location. Made of natural hardwood, colors to fit the phonograph cabinet, it is impossible for anyone to tell that the Grille is an accessory. A minimum of current supplied by two 30-watt bar-type bulbs, illuminates the beautiful twin red bars, creating a splendid background display by direct reflection on a specially constructed silver screen.

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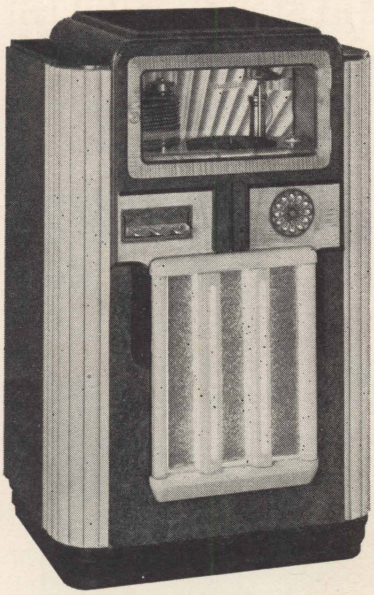

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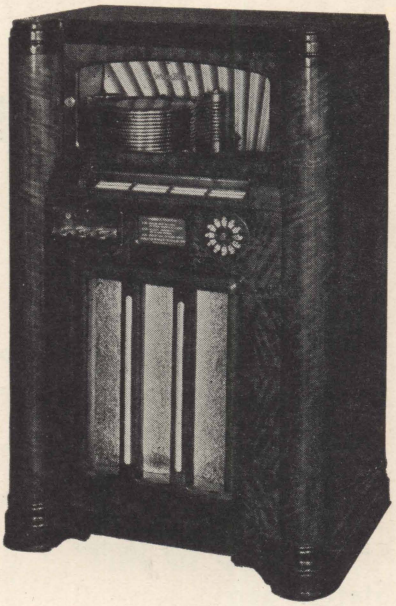

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An Operator Speaks His Mind

By BEN WITT

Now that the coin machine exhibit is relegated to the limbo of past history, the operator of five-ball pin tables—of which, I am told, there are still a few hundred stalking the American terrain—can examine the future of pin games soberly. He is in a better position to judge what the future holds in store for his business now that he is away from bombastic oratory and high-sounding auguries.

The facts, as they present themselves forcibly, are that "play" is declining, that player-interest is waning, that machine prices are skyrocketing without justification, that something new is vitally needed to resuscitate business. These are verities that the operator is painfully aware of, and which he feels cannot be cured by false promises or wild prophecies of halcyon days to come. These are conditions that he cannot help but view with alarm, for he is dependent upon manufacturers for a solution to these problems. Are manufacturers alive to the need of cooperating with operators?

One complaint generally heard is that machine prices are growing too exorbitant. Operators as a whole are not notoriously poor businessmen, but, on the other hand, aggressive and progressive, and if games were produced that would increase earnings substantially, a corresponding rise in game prices would not be viewed askance. Especially at this time when price rises are entirely unwarranted in view of the slight variations of established designs, with nothing basically different or more expensive.

I recall when Rock-Ola first ventured into upper-price brackets with their original World Series. Operators accepted the price increase gladly because Rock-Ola offered them a product that was revolutionary, sure-fire, a natural. The cost-increase was commensurate with the value offered. Operators made big money with this game and couldn't obtain enough to place on the street. This device established new standards for the industry in price, quality and novelty, and helped us all surge forward.

Then followed a period when again a new contribution to overflowing cash boxes was introduced with electrical innovations . . . with a resultant rise in game prices. However operators could condone such action for their earnings soared to new heights. There was proportion, balance, reason for higher prices. This same parallel can be drawn when bumper games originated. Each startlingly new development in the pin game industry was worth a price increase for it pumped new vitality into player-interest with lucrative results for the operator. Again I repeat that operators are good businessmen and are glad to pay more for games provided they receive their money's worth.

I believe, and I have the opinions of at least sixty fellow-operators to coincide with my views, that a sky has been reached regarding pin game prices. The subject was openly discussed at a meeting of the Philadelphia Coin Machine Operators' Association, and there was a unanimously voiced opinion that manufacturers should be made aware of the disapproval of the present-day price trends.

Since nothing radically new seems to be forthcoming, and the industry is in a stalemate about new ideas, perhaps a suggestion from this operator may help. I really shouldn't claim authorship of the thought because it isn't entirely my own. Players of pin games with whom I have come in contact, all seem to author the idea that pin games should return to the definite skill field of yesteryear. Their claim is that the fascination of bumper games, in fact all games that have hit-and-miss features, is too ephemeral for a lasting grip on the imagination of the player. Some definite skill goal, they aver, intrigues and constantly challenges the player to continue playing.

I have heard praiseworthy comment, by players, of the Exhibit game called Bobs, because it offered some skill features. Games that can honestly be labeled SKILL games offer the harassed operator some outlook of surcease from the omnipresent legal problem. It is an idea, gentlemen, that was kindly offered by pin game players and, as such, is entitled to deep consideration. In conclusion I would like to suggest that if operators everywhere would express their views, whether they be pro or con, on the pressing problems they are facing, much needed reforms might result therefrom. ●

Vacations

DENVER. (RC)—John Childs, scale operator and distributor, is vacationing in some of the most romantic spots in the world, the West Indies. He has visited Kingston, Jamaica, Port of Spain, Trinidad, and Barbadoes in the Indian Islands.

Childs reports that coin machines play as important a part of every day business in the tropics as anywhere in the United States. Quinine is dispensed by coin vendors in many of the Americanized towns, and in some towns, all electrical power and telephones are coin-metered. ●

* * *

Young man: "Johnny, it may be cruel to tell you, but at the party last night your sister promised to become my wife. Will you forgive me for taking her away?"

Johnny: "Forgive you? Why that was what the party was for."

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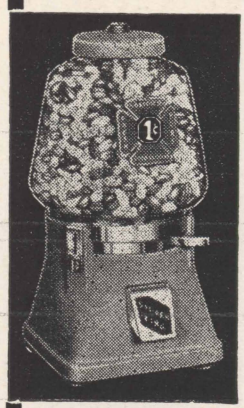
Health officers now demand modern sanitary vendors. Original, genuine,



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Pennsylvania Operators Form State Association; Meet in Harrisburg

By HARRY BORTNICK

More than 150 men, all of them connected with the coin machine industry, met in Harrisburg's Penn-Harris Hotel, Sunday, February 20, to form a state-wide organization for purposes of obtaining legislation satisfactory to the industry and to remove many of the obsolete laws which act as a bar to further progress of the business. A regular organization was set up to carry out the work discussed on the floor, and as first item of business the following roster of officers was chosen:

Marty Mitnick, president of the Philadelphia Coin Machine Operators' Association, was named head of the state group; Mark Rosenthal, energetic and well-known Pittsburgh operator, was named vice-president; I. Freedman of Harrisburg was named secretary, and Ben Sterling, Jr., of Scranton, treasurer. Chairman of the board of directors is Frank Engel of Philadelphia, president of the Phonograph Operators of Eastern Pennsylvania and New Jersey and vice-president of the Philadelphia Coin Machine Association. Other directors are: E. Foster, Pittsburgh; M. Haines, Reading; L. Underberger, Wilkes-Barre; E. A. Freedman, York; M. Rosen, Lancaster; S. M. Basch, Scranton; Phil Frank, Delaware County; H. Mealy, Williamsport; Ben Hankin, Montgomery County. Thus the officers give fair representation to every section and county of the state. All men elected to official capacities are known as capable, hard-working and intensely interested in their home associations, a prerequisite for holding a post in the state group.

It was agreed that each county should have a representative from its organization at all meetings of the board of directors. In those counties where no association as yet exists, operators are slated to set about formation of one and to obtain funds for promotion of the state body, enabling the incorporation of a strong organization which will seek legislation placing the business upon a sound legal foundation, will seek repeal of the vicious and exorbitant mercantile taxes now assessed against each location which has resulted in driving many operators out of business and has been harmful to the entire industry in the state of Pennsylvania, will attempt to cause the repeal of the Act of May 25, 1907 which placed coin machines in the same category as billiard parlors and pool rooms, and will seek decisions preventing police authorities from confiscating legal machines.

Approximately 1000 men in the state are concerned with the coin machine business, either as operators, jobbers or distributors, and each man has been asked to contribute $1 a month in order to give the state body financial backing for the various courses it must pursue to aid the coinmen in maintaining a decent living and to convince officials and the public that the coin machine industry is as legal and ethical a business as the theatres and motion picture houses which derive their revenue through provision of entertainment and the retail stores which supply merchandise.

An agency will be set up to cooperate fully with the public and with police officials so that operators will be shown by every means at the command of the Association how they can comply with every restriction and requirement which may be placed upon the use of coin machines.

President-elect Mitnick warned the gathering that they must continue to work with the same spirit and enthusiasm evidenced at the initial session, despite the fact that the path to realization of their aims might appear difficult at times. Said he:

"We must not be afraid that we cannot achieve the purposes for which we have been organized. It may not be easy of attainment, but then no other achievement ever is easy. You must not allow your interest nor your spirit to flag, even for a moment, until all the purposes for the betterment and the legislation of our business have been attained. Make it your effort to inform the coin machine men at home, who have not yet attended a meeting, of what we have done, and urge them to cooperate fully with us in our efforts. It is for the benefit and good of the coin machine business that we are now organized."

Bernard R. Cohn, counsel for the Philadelphia Coin Machine Operators' Association, addressed the group on the point of legal problems which arise in the coin machine business, and the laws and taxes passed in previous years which are now outmoded and obsolete. Legislated by special groups which could not foresee the damage they would do to the coin machine business, Cohn declared that they must be repealed or revised so that harmful features will be eliminated.

"The coin machine business in Pennsylvania is now placed on a strong and firm legal basis," Cohn asserted. "We have nothing to fear from present-day legislation for we feel sure that the legislators and the public have become conscious of the fact that the coin machine business is entirely respectable and legal. What harms us, however, is the collection of obsolete laws and taxes passed in pre-modern times. It is the duty of this Association, of every operator, jobber and distributor who benefits from coin machines to see to it that such laws do not long stand in our way to advancement to even more extensive operation and an enlargement of the basis of present operations."

Addresses by several others present brought the new and firmly-established State Association to the close of its first meeting. ●

Western Vending Machine Operators' Association of Southern California

President—LARRY HAGLER, 3808 Flower Drive, Los Angeles, RIchmond 8915; Secretary—PHIL EISENDRATH, 1555 Merriman Drive, Glendale, Douglas 1515.

Meeting of February 28

With more than 70 members present, an unusually good turnout, for a wet night, was recorded for the February meeting of the W.V.M.O.A. Held at McDonnell's Restaurant at Sixth and Figueroa, Dr. Schmelzel of the city health department appeared as the principal speaker, and he discussed the problems of sanitation connected with operating vending equipment. Los Angeles, he asserted, has relatively few complaints on unclean machines or merchandise, but operators should be wary of allowing machines to accumulate dust and dirt. Particularly they should be careful about the merchandise outlet. And they are responsible, under the Implied Warranty Act, for unclean merchandise sold a customer.

The Association is now taking steps to secure insurance to cover all operators against the possibility of suits or other losses in this regard.

Col. Edward P. Bailey, leader in the fight against present requirement of sales tax collection on Hershey bars, collected enough money at the meeting to be able to present the case, through Attorney Kennedy before the State Board of Equalization, and Col. Neblett has promised a full hearing. Two points are involved in the case. The first is the fact that chocolate bars are food, and as such are supposedly on the exemption list. Second, a definite ruling is needed, because the tax cannot be collected, in the case of a vending machine, from the consumer, and as it is illegal to avoid payment of the tax, so it is equally illegal for the seller to assume the tax. Under present conditions, operators are between two fires. Exemption of machines would have a far-reaching effect, and would even benefit the cigarette men, who now are required to pay a state sales tax on the six-cent federal tax, in addition to the tax on the actual merchandise.

Edward Syracuse, candidate for the State Board of Equalization, appeared and spoke briefly before the Association.

The license situation was reported still in committee.

Door prizes, including nuts, $2 credit on machines, and other merchandise, went to lucky members, and the two Monarch electric razors which were raffled off were won by Messrs. Shipman and Shapiro.

It was decided that hereafter meetings would be held on the last Monday of each month (heretofore they have been the fourth Monday), and the March meeting will be held March 28, at 6:30 p. m., at the same place. ●

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"By George, this is good!" exclaim George Jenkins and George Moloney of Bally Mfg. Co.'s sales staff, as they sample popcorn from Bally's Hot Vendor, designed to heat and vend a variety of hot confections.

Officials Favor

game operation.

PORTLAND. (RC) — Operator news from over the state is variegated—on or off again and gone again. While the wave is on about payout games, more is heard from town officials bewailing loss of revenue from licenses than from the operators themselves, for they have to be a philosophical lot.

St. Helens regrets the loss of revenue. Astoria officials, backed by many citizens, are seeking to have the courts declare pin games, operated for amusement and paying non-salable tokens, legal. In some towns games are running. Quite frequently it is apparent that city officials are not in sympathy with the high court's opinion on the games.

Meanwhile ironic laughter is heard over the case of a fellow who operated all summer with a large tub of water around which spectators hovered. Floating on the surface of the water was a saucer, and players pitched pennies at it. If the penny stayed in the saucer the operator scooped up five pennies from the bottom of the tub for continued playing.

A meeting of the Amusement Games Association was held briefly, February 20, at which time the situation regarding the initiative petition for the operation of coin machines in Portland was reviewed. Most of the Association's activity centers in the offices of the legal representatives at present. ●

New Operator

DENVER. (RC)—Besides operating a large route of Victor nut vendors, L. J. Craco, a newcomer to the business, is a well-known and accomplished musician, having led musical circles in Denver for more than 20 years. He teaches orchestral work to a select class of musical aspirants, in addition to his coin machine activities, and is associated with Fred Schmitt, famous western symphony director. Craco has also been active in promoting Pro Musica, Denver cultural entertainment organization. ●

Foreign Trade

strikes odd notes.

SAN FRANCISCO. (RC)—You'll have to credit Einar Wilslev of Viking Specialty Co. with receiving orders in unusual ways and in unusual wordage. His latest trick is pulling orders out of the air.

Early in February he received a letter from a Chinese operator in Hilo, Hawaii, requesting him to go to the home of a friend in South San Francisco at a certain hour of a certain day. It sounded threatening but it turned out that the Hilo operator and the friend in California exchanged latest gossip over their own short wave radio sets, and the Chinese coinman wanted latest prices and early shipment. Now Wilslev's dream is that of picking money out of the air.

And equally unusual was the emotional appeal in this postscript to a letter sent Viking by an Indian firm aspiring to become operators: "N. B. We think here much orders are hoping for, Soaps, beedies, tobacco, betel nut powder, peppermint, etc. If you want only the coins or things also. Please write about this." ●

Public Opinion

PORTLAND. (RC) — With three and three-quarter million dollars recorded as the amount of wagers at Oregon dog and horse race tracks during the past year, it is believed that there are many people in the state not opposed to legalized betting—not to use that terrible word "gambling." The pari-mutuel law has been in operation here for five years. This fact, with the opening of some territories in the state and the lessening of restrictions in other parts, lends credence to the belief that 1938 will be a better year for amusement men. Meanwhile the vending business and music are flourishing, and operators are scampering in haste to pick up locations for equipment of this sort. ●

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Philadelphia Coin Machine Operators' Association

President — MARTIN MITNICK; Vice-President — FRANK ENGEL; Financial Secretary — BEN HANKIN; Secretary — JACK BRANDT; Treasurer, B. STEIN.

By HARRY BORTNICK

One of the nation's oldest and most successful operators' associations, this group held its annual banquet in February and celebrated its twelfth birthday in gala style with a huge party at the Benjamin Franklin Hotel where entertainment was supplied by the leading amusement vendors (actors and singers, to you) of the city's night clubs and theatres. No business was transacted at the banquet, and what the boys missed in the way of clean fun in Chicago, they accomplished here.

Al Cohen, chairman of the banquet arrangements committee, outdid himself in gathering talent for the occasion, including entertainers from Boo-Boo Hoff's 1214 Club, the Rendezvous, Frank Palumbo's club, the Rathskeller, the Ubangi Club, which sent Bobby Evans and his excellent colored troupe, and many others. Music was supplied by Nat Nisson and his Egyptian Ensemble. Prizes contributed by the Ponser Co., Exhibit Sales, K. & C., and United Novelty attracted considerable attention, and Myer Frank won as first prize a handsome radio. A former beauty-prize winner, Mrs. Benny Bass, wife of the former world's champion featherweight and junior lightweight, also won a radio, and other prizes went to Eddie Stern and Abe Lerner.

Banquet-treasurer Sam Pinkowitz said that a greater crowd attended this affair than ever assembled at one event given by the Association.

Discussions at business sessions of the Association involved county amusement licenses and how they must be obtained, compliance with local and state regulations for the sake of maintaining good relationships with local and state authorities, and the importance of placing equipment in reputable locations. In this latter regard President Marty Mitnick stressed the point that:

"We are beginning now more than ever to make headway in bringing public knowledge around to the fact that the coin machine is as much a part of amusement as the movies or the theatre or any other type of entertainment. When a person goes to the movies he goes with the sole idea of enjoying himself for a certain period, not with the idea of winning any prizes or gaining any financial benefits. That is the same spirit with which we want people to approach a coin operated amusement game — with the realization that they will be entertained during the time they play it, but that they cannot benefit in any other manner than through time entertainingly spent."

Further plans for increasing the Philadelphia delegation to the meeting in Harrisburg, a full account of which appears elsewhere in this issue, were discussed.

Membership growth is indicated in the acceptance as new members of Eddie Bloom, Al Graham and Frank Kuhns. Application of Benny Bass was received and is under consideration by the membership committee.

Asides

We hear that Al Cohen had his candid camera working again and took plenty of pictures at the birthday banquet. Maybe we'll have some for the next issue of the REVIEW.

Some of the boys attending the affair expressed disappointment that erstwhile Song-writer Ben Witt did not dedicate a song to the affair. In return, this reporter suggested that perhaps he was too busy at the time, but might produce one for the next banquet. How about it, Ben?

Congratulations are due Marty Mitnick on his election to the presidency of the State Association. And they are hereby offered. ●

Kelly Upped,

ex-Auburn official joins Exhibit.

CHICAGO.—Marking a definite program of expansion and development in the firm, Leo J. Kelly, longtime salesmanager for Exhibit Supply Co., has been promoted to officialdom, and becomes vice-president-in-charge-of-sales. At the time announcement of Kelly's new post was made, it was also reported by other Exhibit officials that Harold Ames, formerly executive vice-president of the Auburn Automobile Co. of Connersville, Indiana, and designer of Cord cars, had been named treasurer and general manager of the firm.

Exhibit also reports from figures, based on actual "cash-on-the-line" sales, that their display at the Chicago Show in January was the second-best success in the long history of the company. ●

Denver Ops

dress spots for tourist trade.

DENVER. (RC)—Utilizing the full possibilities of the Chamber of Commerce, Denver Tourist Bureau, and hundreds of businessmen, Denver is preparing the biggest tourist drive in history, for the spring and summer of 1938. Colorado vending machine operators and distributors are hard at work locating new spots and getting everything in readiness for a profitable season. At a conservative estimate, Colorado realizes an annual revenue of 70 million dollars from summer visitors, and nothing is being spared to increase this amount. Last year's figures show that tourists spent around seven million dollars in amusements, a goodly percentage of which should find its way into operators' coffers.

The mountain areas in particular are receiving a thorough dressing up, in the resort towns of Estes Park, Grand Lake, Monarch Lake, and Tiny Town. Operators in these districts predict a big season on popcorn machines, candy and the new zoo vendors for corn and wheat found in most of the spots. ●

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Modern Merchandising

Clean Up or Be Cleaned

An Editorial by H. F. BURT

Operators and manufacturers alike are about to see the greatest "crack up" and the most stringent regulations placed on the vending business—unless something is done to curb the "high-pressure babies" who have invaded the vending field and are loading up the inexperienced with useless machines and false promises of extraordinary returns.

The State Securities Department and the Securities and Exchange Commission are giving increased attention to the sellers and lessors of vending machines, and not without just cause. A great number who were selling the public whiskey warehouse receipts a year ago, now are frightening holders of the receipts into investing in the little vending machine by reason of an oversupply and the poor loan value of $15 to $17.50 a barrel on green whiskey. Many variations of the lease deals are being worked, as well as many types of candy and charm deals which promise the unsuspecting and inexperienced public a "wonderful business."

Legitimate as well as prospective operators suffer from these tactics. "Spotters" for various lease deals and route sales put machines anywhere, pay commissions that are much too high, and generally make it difficult for the man who is honestly trying to make a living. The "sucker" who buys these deals usually pays three or four times the amount the machines are worth, and the high-pressure sellers reap hundreds of thousands of dollars. In addition, the buyer becomes discouraged and either sells the machines at a tremendous loss or neglects the route with the result the public is confronted with dirty machines, stale merchandise, and generally unsanitary conditions.

Under prevailing conditions the vending industry cannot for very long avoid trouble. Health officials are beginning to act, the better business organizations are aware of what is going on, and so do the offices of states' attorneys and the various securities commissions.

In the Chicago "Evening American" of February 8, Robert P. Vanderpoel declared: "The SEC has about concluded that some of the vending machine contracts are securities under the terms of the federal securities act. Consequently, it would not be surprising if government action should be forthcoming."

Clean up the industry now, or be cleaned out! The long arm of greed practically put the pin game industry out of business, and something will happen to the vending industry if unscrupulous promoters are allowed to continue their practices unabated. ●

Summer Plans

DENVER. (RC)—The Canteen Co. of Denver is expanding its locations for the 1938 summer tourist business, J. L. Shappell, local head said recently. With 70 million dollars of revenue expected this year, the company is replacing old spots with the new chrome-plated vendors, and is putting on a drive for potentially good spots in summer-tourist points of interest. Famous spots such as the Red Rocks Lodge, Grand Lake, Manitou, and other historically attractive sites are included. ●

Association Aims

made known to public.

CHICAGO.—Determining to offset the effect of certain information appearing in public print unfavorable to coin operated vending machines, H. D. Hudson, president of the Vending Machine Operators' Association of Chicago, sent this communication to the Chicago Tribune which published it in the column, "Voice of the People," in the issue of February 26:

"Various articles have appeared in the past few weeks regarding the misuse of merchandise vending machines near schools in the city of Chicago. It is the desire of the members of this Association that you be informed of their position.

"This Association is opposed to the operation of any vending machines offering prizes or any other premium methods and, at a recent meeting, a resolution was passed condemning the operation of any machines in this manner.

"This Association was organized in 1920 and has been in continuous operation since that time. It adheres to a policy of maintaining a high standard in the sanitary dispensing of quality merchandise through vending machines without premiums or prizes of any kind. We are always glad to cooperate with the proper authorities in opposing and suppressing any misuse of vending machines." ●

* * *

Jane: "How you embarass me! Your handkerchief is sticking out of your tux."

Jack: "Don't be embarassed. That's not my handkerchief; it's my shirt."

* * *

Wife: "John, mother was so pleased with all those nice things you said about her in your letter to me. You see, she opened it by mistake."

Husband: "Yes, I thought she would."

Year in . . year out
— BANK on it!

THE MASTER
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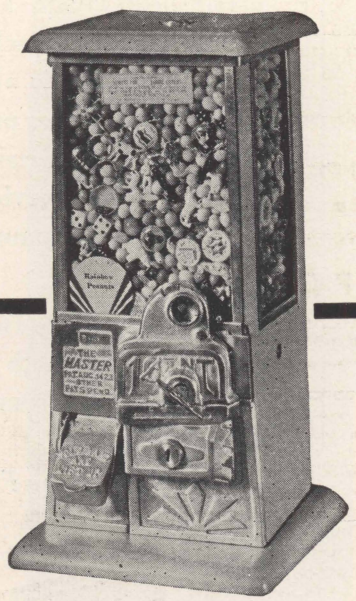

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'Roundabout Boston

By WILL MAINE

BOSTON.—This is Boston's first birthday in these pages. It was just one year ago this issue that we came into the fold of the REVIEW. It has been a good year in the closer acquaintance these pages have offered us with the country's coin machine activities and especially those of the West Coast. After all, we have a common bond as the Eastern and Western extremes of the United States and guardians of the Atlantic and Pacific shores. With this thought in mind Boston dealers and operators reach out the fraternizing handclasp in appreciation of their closer association with all concerned in these pages.

The winter months are trying ones for the New England operator for from the first of November until the middle of the present month these operators must service locations in frigid temperatures and lots of snow. Despite the fact that at this writing Boston is in the grip of a Northeast blizzard blown from the broad Atlantic stretches, operators and jobbers are carrying on uninterrupted and are more than busy.

Operators of cigarette vendors were set all a-jitter for a few brief moments when a local state representative attempted to introduce a bill into the legislature to prohibit use of cigarette machines within the corporate city limits of Boston. The reaction was so strong that the bill was quickly quashed in its earliest stages.

Four hundred locations housing merchandising machines means a lot of labor in servicing; but that is the exact number of candy and nut vendors that the energetic Isadore Spector and his partner Rudy Blum have in active operation at this writing. Nine months ago neither of the boys owned a single machine, and going from scratch to 400 in less than a year's time is certainly a laudable achievement, more notable, for but few machines are in what would be called poor paying spots. Their headquarters are on Washington Street three or four doors away from Dave Bond's Boston headquarters for Snacks Vendors, so it's not hard to guess what kind of machines the boys are operating. All machines are located within the metropolitan district of Greater Boston, and when we called to see these two busy gentlemen who operate under the name of the Hub Vending Company we saw less than a dozen of the machines in the shop for a going-over and only two or three in need of repairs caused by petty looters, glass breakers, strong armed ratchet-twisters or whatnot. Spector told us his only losses in merchandise and damages occurred in factory locations where unscrupulous workers with handy access to tools practised the ancient art of safe cracking or jimmying, in an unwatched moment when they decided to indulge in sweet-meats "for free."

Ben L. Kulick, general salesmanager for the Daval Mfg. Co. of Chicago made a flying trip to his old stomping grounds in Boston, where he was formerly associated with the Supreme Vending Co., distributors of Wurlitzer Products. In the brief four-hour visit between landing and taking off for Chicago again at the Boston Harbor airport he arranged with his whilom associate, Ben Palastrant, for the sale of 100 of the new improved model U-Pop-It popcorn machines.

From all reports Al Sharenow, large-scale operator of cigarette vendors, is enjoying near-record sales throughout the northeastern part of Massachusetts. Incidentally it is rumored that Sharenow's quick action in putting the damper on the proposed interference of ciggie vending sales by legislation was responsible for the squashing of the action.

Louis and Barney Blatt, distributors of Seeburg phonographs in Boston are tickled over the manner in which operators have shown their enthusiasm in the new models by swamping them with orders for spring delivery.

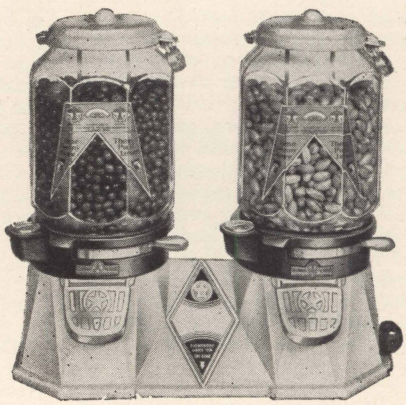
Ben D. Palastrant is still smiling at the Supreme Vending Co. stand on Washington Street, Boston. Always cordial and agreeable, Ben says, "The door is always open, and operators are welcome to relax in my easy chairs, buy-or-no-buy; the boys of the trade are invited to visit my comfortable quarters and exchange views, opinions and the pros and cons of the current trade happenings." Those are his very words, despite one of the numerous new signs which says, "Ask me, but don't quote me." ●

* * *

"Don't you hate the way this wind blows, Phyllis?"

"No, I'm not bowlegged."

Dependable Profits for



West Coast Operators

THERE is no business recession—no income slumps for the West Coast operator of "Columbus" Merchandise Vendors.

The beauty and attractiveness of the porcelain and baked enamel finishes combined with the tempting display of the merchandise in sparkling clear glass globes produces a combination of sales-getting attractiveness that pulls the profits. The many easy-to-service features reduces servicing time to a minimum and makes possible larger routes.

Start RIGHT NOW . . . pep up your route by standardizing with "Columbus" Vendors for dependable year-'round profits.

Write for Free Information

VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco

WILL P. CANAAN CO.
1347 W. Washington Blvd.
Los Angeles

Columbus Vendors

Published by
VIKING
SPECIALTY CO.
530 Golden Gate Ave.
San Francisco
California

THE VIKING NEWS

Published in the interest of the Distribution and Operation of Coin Operated Services.

No. 3 San Francisco, California ☆☆☆☆☆ March, 1938

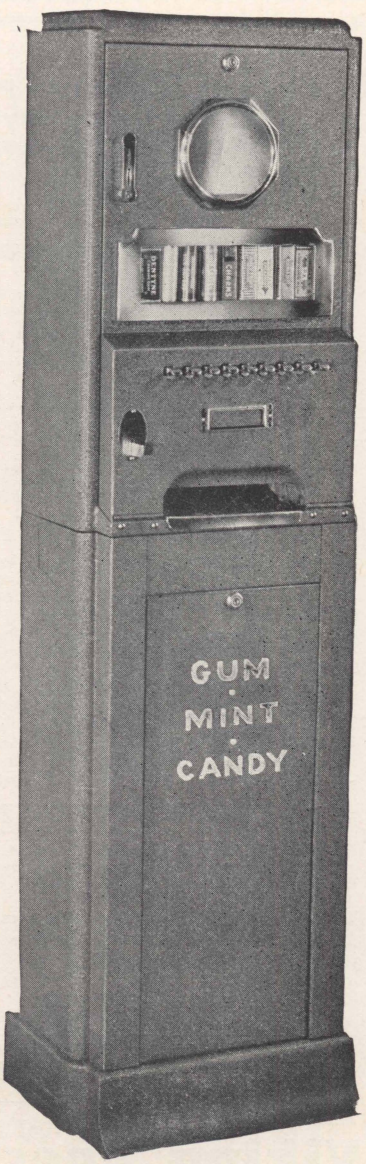
AUTOMATIC MERCHANDISING AFFORDS PERMANENT INCOME

During 1937 pin games, counter games and slot machines showed a considerable decrease in revenue. All over the country legal authorities took steps to eliminate such devices from public places.

During 1932, 1933 and 1934 pin games were available at $15 to $20 and possessed greater earning power than present day games costing ten times as much. The public then would play the same game for several months while now they want new games every few weeks.

With legal troubles on one hand and much higher cost of equipment on the other, operators of this type of coin operated machines consequently have gone broke one after another and many manufacturers, including some of the very largest, have gone into bankruptcy. Special reports secured for VIKING by Dun-Bradstreet confirm these facts and we in turn are revealing the true conditions for the benefit of the operating fraternity. For the past two years we have advised operators to leave games alone and to get started with legitimate vending equipment. We listened to many arguments about legitimate machines being too slow—being a penny-ante business—being this and being that, but we notice our legitimate operators making progress while game operators drop out (some down and out) one by one.

These conditions, regrettable though they may be, after all are for the best. The future of the coin machine business is now being based on legitimate equipment. Merchandise vending machines which render a real service to the public are a better foundation for an industry than devices built to extract pennies, nickels, dimes and quarters from the pockets of gullible persons. Reviewing the situation in foreign countries it is evident that the United States is now on the right path to a bigger and better vending machine industry. In European countries automatic merchandising equipment has for many years been considered a necessity and a sign of progress. Shorter working hours, earlier store closing hours, and mechanically better equipment will soon see this country using vending machines in the same proportion in which they are being used abroad. Cigarette vending machines already have been developed to a point where there is hardly a smoker, male or female, who does not patronize cigarette vending machines at frequent intervals. We think it is safe to say that all restaurants, bars, clubs, hotels, etc. of any importance have installed cigarette vending machines to eliminate the trouble of handling this class of merchandise over the counter. Not only do the owners of these establishments appreciate the facilities offered by automatic merchandising machines but the public too, appreciate the ease with which they can serve themselves. Slowly but surely new vending machines are appearing and 1938 is bound to be one of the greatest years in the history of the legitimate vendors. With thousands upon thousands of operators looking for legitimate equipment that will restore their income, automatic merchandisers are certain to come into their own.



On this page we are illustrating the U-NEED-A-PAK Gum and Mint Vendors. This machine vends Dentyne, Spearmint, Double Mint, Juicy Fruit, P.K.'s, as well as Life Savers in four flavors. The most popular flavors of life savers are Pep-O-Mint, Wint-O-Green, Five Flavors and Cryst-O-Mint. This rather new machine that vends Gum and Life Savers will prove itself to be a life saver to many operators who in the past have been making their living by operating chance or skill games. There are thousands of locations waiting for the Gum and Mint Vendor. Any location in which a cigarette machine is already located is a very good prospect for a Gum and Mint Vendor as the owners of such locations want to get the gum and mints off their counters just as they, several years ago, stopped "over-the-counter-sales" of cigarettes. The reason for this is the same condition that is responsible for the success of the cigarette vending machine. Waiters, waitresses, bus boys, dish washers, cooks and other help employed by restaurants will invariably help themselves to their requirements of cigarettes, gum and Life Savers. A few will pay for what they take but the majority will yield to the temptation of smoking and chewing at the expense of the boss. Every large town has hundreds if not thousands of available locations that will welcome the operator who offers them a Gum and Mint Vendor. If the same operator also operates cigarette vending machines he may be able to have the location exclusively to himself for cigarettes as well as gum and mints. May we suggest to readers of this page that they immediately contact the VIKING SPECIALTY COMPANY, 530 GOLDEN GATE AVENUE, SAN FRANCISCO, to obtain full details of the Gum and Mint Vendor, and at the same time inquire into the money making possibilities of other legitimate vending equipment.

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THE VIKING NEWS

Published for Operators by

VIKING SPECIALTY COMPANY

530 Golden Gate Avenue

SAN FRANCISCO, CALIFORNIA

Phone: ORdway 6641

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We will gladly answer any question concerning coin-operated machines.

Our honest, un-biased opinion is yours for the asking.

FREE INFORMATION!
FREE ADVICE!
NO OBLIGATION!

Send self-addressed, stamped envelope for our reply.

NORTH EAST WEST SOUTH

RICHARD GROETCHEN of the Groetchen Tool & Mfg. Company of Chicago surprised us by waking up the editor early Sunday morning. Mr. Groetchen is making a trip throughout the West calling on distributors and jobbers in the interest of Columbia and Ginger machines which are everything that an operator of counter machines could wish for. The VIKING COMPANY is GROETCHEN'S California Distributors.

"CHARMS" CANDY DROPS with fruit flavors are now available in penny size packages for automatic merchandising. A very attractive four column machine has appeared on the market and is on display at the VIKING COMPANY. Exclusive franchises for operators on the Pacific Coast are now being considered. For full details write the VIKING SPECIALTY COMPANY, 530 GOLDEN GATE AVENUE, SAN FRANCISCO.

HAWAIIAN OPERATORS are turning to legitimate vending machines and show more progressiveness than most operators on the mainland. We predict that the Hawaiian Islands will soon be a mecca for vending machine operators. Reports show that vending machines in the Islands are doing a good steady business.

MEEKER of MENDOCINO has taken on the exclusive franchises for operating PACIFIC GUM MERCHANTS in Sonoma and Mendocino Counties. PACIFIC GUM MERCHANTS empty very fast and most likely Mr. Meeker will be as busy as a one-armed paper hanger during the coming summer.

ACCORDING TO travelers who call on operators and jobbers, operators throughout the entire country are turning to legitimate vending machines. There are very few states left in which chance machines are tolerated and from the Atlantic to the Pacific laws are becoming tighter and tighter as far as petty gambling is concerned. While operators can still make money on chance and skill games, the editor believes all operators would be wise to start building up routes of merchandising equipment in order to protect their income.

A NEW 5c PACKAGE of chewing gum is being distributed by the VIKING COMPANY. Three flavors are available and being larger and flatter than the usual chewing gum package this new gum is especially suitable for 5c candy bar machines. Send 15c in postage stamps for samples and full details to the VIKING SPECIALTY COMPANY, 530 GOLDEN GATE AVE., SAN FRANCISCO.

TWO NEW VENDORS made by the Victor Vending Corporation of Chicago and known as the "Chief" and "Stop and Shop" have been received and are on display at the VIKING COMPANY.

Annoyed By ? ?

SLUGS

Labels like these, gummed on face, only 15c dozen
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco

NOTICE

$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

—Sec. 5462, Revised Statutes of U. S.
—Sec. 282, Title 18, U. S. Code Annotated

RECORD SHEETS

For Vending Machine Operators

Send 3c Stamp For Sample
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco, Calif.

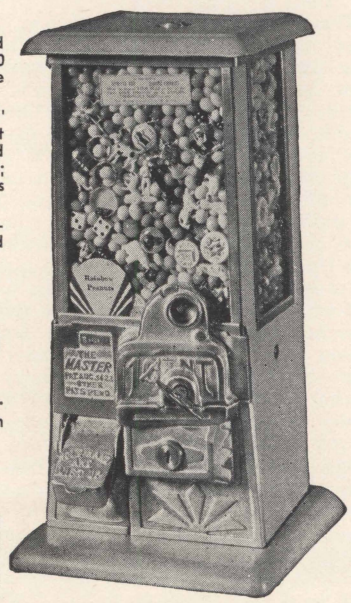
"MASTER" CHARM AND CANDY VENDOR

(A Sensational Penny Getter)

Vends Candy, Salted Peanuts, Toys, Novelties and Charms for 1c. Operator's net profit averages $2.50 for each filling. Many "MASTERS" empty twice weekly.

NOBODY can resist these charms! The "Charm" fad began in Hollywood and is fast spreading out over the entire Nation. Department Stores and Jewelry Stores sell these charms at fancy prices; that's why at a Penny a Play the Public empties "MASTER" Machines day in and day out.

"MASTER" Vendors hold 8 lbs. candy coated peanuts and an assortment of Toys, Novelties and Charms consisting of from 150 to 250 pieces.



INTRODUCTORY OFFER!

One Master Vendor (aluminum cabinet, cylinder lock on cash box) completely filled with candy and charms. PRICE..... **$11.25**

Terms:—1/3 Deposit with Order, Balance C. O. D.

DeLuxe Porcelain cabinet with cylinder locks both top and cash box—75c extra.

"MASTER" is the original and best Toy Vendor.
BEWARE OF IMITATIONS.

WE TAKE CARE OF YOUR CANDY AT 12c Per Lb.

WE CAN FURNISH CHARMS AT 75c Per Gross

Viking Specialty Company

530 GOLDEN GATE AVE. **SAN FRANCISCO, CALIF.**

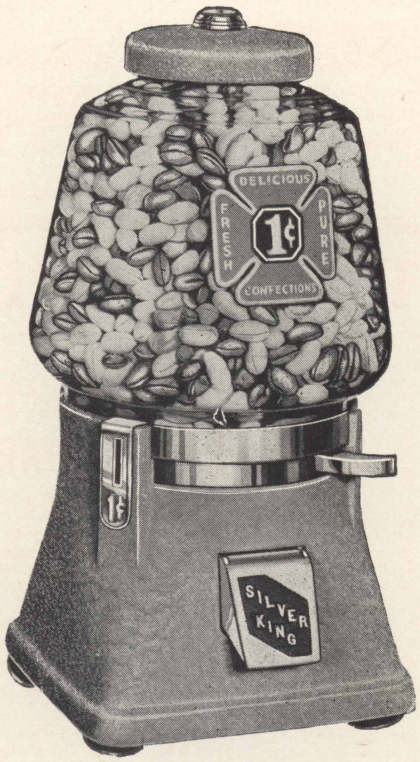
MILLS-VIKING COMPANY, Los Angeles

Color Appeal Means More Sales!

WE SELL and RECOMMEND

SILVER KING

RED
BLUE
SILVER
GREEN
TANGERINE
YELLOW
BLACK and ORANGE



PORCELAIN

$8.25 in Small Lots

$8.00 in lots of 10

F.O.B. Los Angeles

RED CRACKLE
FINISH
$1.00 LESS

21
COIN
MACHINE
REVIEW

MILLS-VIKING COMPANY
VENDING MACHINE HEADQUARTERS

1356 W. WASHINGTON BLVD. LOS ANGELES, CALIFORNIA

VIKING

represents these manufacturers:

- **U-NEED-A-PAK PRODUCTS CORPORATION**
  4 to 12 column Cigarette Vendors, Chewing Gum and Mint Vendors, 5-cent Candy Vendors
- **COLUMBUS VENDING COMPANY**
  Peanut Vendors
  Pistachio Nut Vendors
  Match Vendors
- **NORRIS MFG. COMPANY**
  "Master" Vendors
  Especially adapted for Toys and Novelties
- **GROETCHEN TOOL COMPANY**
  "Columbia" Bells
  "Ginger"
  "Zephyr"
- **ZENOBIA COMPANY**
  Importers and Packers of Pistachio Nuts
- **AUTOMAT GAMES COMPANY**
  "Silver King" Penny Vendors
- **NORTHWESTERN CORPORATION**
  DeLuxe Merchandisers
- **VICTOR VENDING CORPORATION**
  "Universal" Penny Vendors
- **FIELDING MFG. COMPANY**
  "Tom Thumb" Miniature Penny Vendors
- **HILL BILLY KORN PRODUCTS COMPANY**
  Korn Parchies
- **TICE MFG. COMPANY**
  Coin Counters
- **M. BRODIE COMPANY**
  "Spel-A-Gram" and "HI-LOW" Toy Packs
- **PACIFIC AMUSEMENT MFG. COMPANY**
  "Pacific Gum Merchant" Premium Stick Gum Vendor

The Products of above manufacturers are carried in stock at all times. We also stock the following supplies:

Collection Books
Record Sheets
Coin Wrappers
Coin Counters
Key Rings—all sizes
Glass Globes—all kinds
Wall Brackets
Floor Stands
WRIGLEY Chewing Gum
ADAMS Chewing Gum
Olympic Stick Gum
Life Savers
Confections
Nuts
Charms and Toys
and
Everything Else That the Operator Uses

22 COIN MACHINE REVIEW

Our Mailbox — COMMENT — Pictures

SAN FRANCISCO'S COP-OP

VIKING WELCOMES to the ranks of operators this upholder of the law who is now among San Francisco's "star" operators. The name is Burton. Burton operates PACIFIC GUM MERCHANTS, Northwestern bulk vendors and other similar equipment.

L. L. KEITHLEY has invented an automatic coin changer adaptable to all sizes of coins. The model we have on hand is made to give five nickels for a quarter. Anyone interested in a machine of this nature kindly contact the VIKING COMPANY.

TOO MANY OPERATORS fall victims of high-powered salesmen and promoters, often paying double or three times the value of the machines they purchase. The VIKING COMPANY extends to all operators, or prospective operators, a free information service. Anyone is welcome to write for our free advice, free information and honest opinion on any coin operated machine. We have in the past saved operators thousands of dollars by calling to their attention that the same machines could be purchased elsewhere for much less than the price at which they were offered to them by certain promoting companies who use vending machines in their "getting rich schemes."

DURING LAST MONTH mail was received at the VIKING COMPANY from the following foreign countries:

England, Denmark, British India, Czechoslovakia, Canada, Australia, Honolulu, Norway, Straits Settlements, France, Palestine, Holland, S. Africa, Ceylon, Cuba, Germany, Philippine Islands, Sweden, Dutch East Indies, Siam, New Zealand, Iraq, Japan, Argentina.

Most of these letters were written in English but some were written in French, Italian, German and Swedish.

MAIL TRUCKS stop in front of the VIKING SPECIALTY COMPANY many times every day. A post office is located right next door to the VIKING building. Prompt attention to all mail orders and inquiries is a by-word with the VIKING organization. Besides enjoying the best of facilities for mailing letters and packages the VIKING COMPANY employs one of the most efficient secretaries available. If in a hurry for machines or merchandise, just mail or wire your order to the VIKING COMPANY.

FREE
INFORMATION and ADVICE

PROMPT REPLIES will be given all inquiries whether they concern orders or information. Any reader who wants our honest opinion on any subject concerning the vending machine industry, will be given all the free information he may desire but should enclose a self-addressed stamped envelope for our reply.

HERE WE ARE AGAIN . . .

3 in 1 GRIP TESTER

The Original Strength Testing Machine With the Latest Improvements for Counter or Floor

LEGAL EVERYWHERE

3 Ways to Develop and Test Your Muscles

UNLIMITED LOCATIONS, STEADY INCOME, EASY TO HANDLE

All Metal Construction With Mirrored Front, Chrome Finish

A REAL BEAUTY AT A REAL PRICE

$19.50

F. O. B. Factory

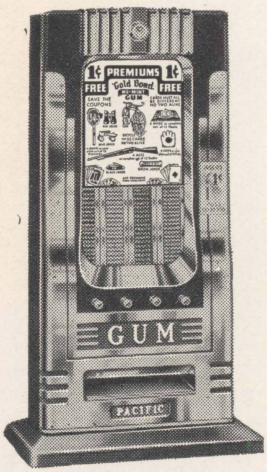
1/3 Dep. with order
Balance C. O. D.

VIKING Specialty Co.

530 GOLDEN GATE AVE.
SAN FRANCISCO, CALIF.

LEGITIMATE MONEY MAKERS

PACIFIC'S GUM MERCHANT



The Best Premium Plan in Ten Years

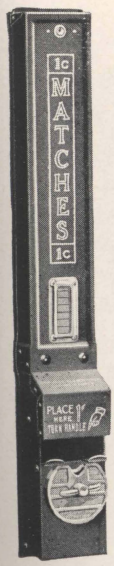
Price $14.50

F. O. B. San Francisco

Many California Counties Still Open for Exclusive Operating Franchises

Free Trial!

WRITE FOR DETAILS



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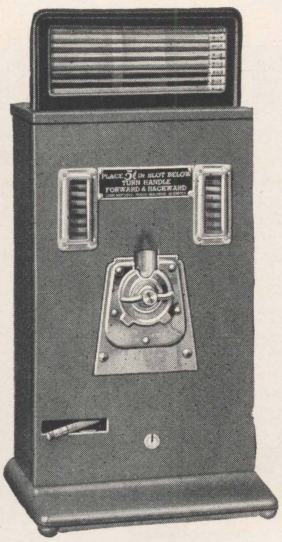


No. 35 Pencil Machine

PROFITS

U-NEED-A-PAK MACHINES

NINE COLUMN CIGARETTE VENDOR

No. 33

ELECTRIC SHOCKER

The Time Is Ripe For Electric Shockers

Many Operators Find Them Very Profitable

Sample: $12.00

23 COIN MACHINE REVIEW

PENNY STICK GUM

No. 36

FINE QUALITY GUM

26c

per 100 sticks.

Packed 250 sticks to box

65c per Box

SAMPLE VENDOR

$7.50

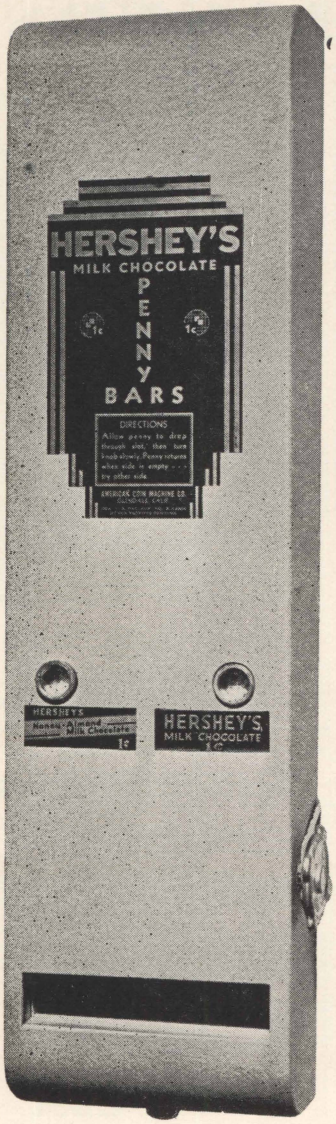
VIKING SPECIALTY COMPANY

(LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST)

EINAR WILSLEV, Owner & Manager

References: Dun-Bradstreet

530 Golden Gate Avenue
SAN FRANCISCO, CALIFORNIA



No. 99 PENNY VENDOR
for Hershey Chocolate Bars

HERSHEY PENNY
Chocolate Bars
67c per box of 120 bars

ALSO
Ready for Immediate Delivery
5c CANDY BAR VENDING MACHINES

WRITE FOR DETAILS

VIKING
CHARMS
• TOYS •
NOVELTIES

75c Per Gross

Assorted Hi-Grade Charms
Tested for Perfect Vending

NO LEAD
NO WHISTLES
NO BUTTONS

Only Hi-Grade Celluloid

Our advertised special charm packs are used by Operators from coast to coast:

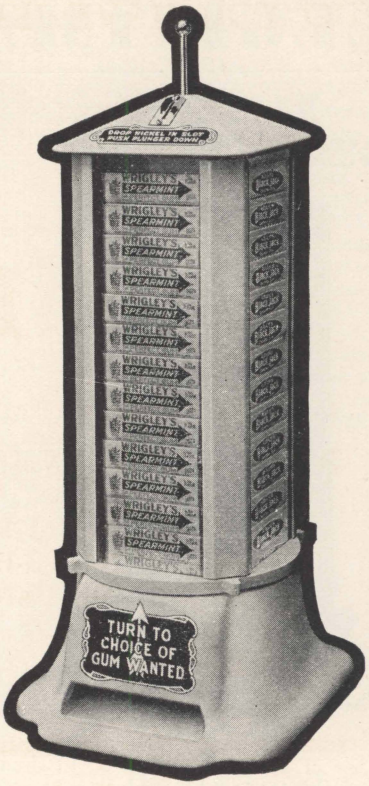
"VIKING"
Charm Pak - $1.00

"PEE WEE"
Charm Pak - 55c
(Five for $2.50)

CASH WITH ORDER
WE PAY THE POSTAGE

VIKING

530 GOLDEN GATE AVE.
SAN FRANCISCO
CALIFORNIA
SATISFACTION GUARANTEED



No. 14

WRIGLEY'S
Doublemint
Spearmint
Juicy Fruit
P. K.s

ADAMS
Pepsin
Dentyne

LIFE SAVERS
Pep-O-Mint
Wint-O-Green
Cryst-O-Mint
Five Flavors

All at 57c per box
of 20 — 5c packages

FOR A PERMANENT INCOME
Operate Legitimate

VIKING VENDORS

WRITE FOR DETAILS

24
COIN MACHINE REVIEW

DO YOU HAVE "KEY TROUBLES"? YOU CAN END THEM BY USING

A FEW CENTS WILL BRING YOU KEY COMFORT

VIKING'S "EASY" KEY RINGS

SEND IN YOUR ORDER TO-DAY

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

No. 1-R (will hold up to 40 keys)—25c each, Postpaid
No. 5-R (will hold up to 100 keys)—35c each, Postpaid
No. 10-R (will hold up to 150 keys)—50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE

(U. S. Postage Stamps Accepted)

Full Satisfaction Absolutely Guaranteed!

COLLECTION BOOKS

All purposes. Seven (7c) cents per book, postpaid. Minimum order, ten books.

25 COIN MACHINE REVIEW

TRADE CHECKS

1c 5c 10c 25c 50c

Solid or With Center Hole

PRICES UPON REQUEST

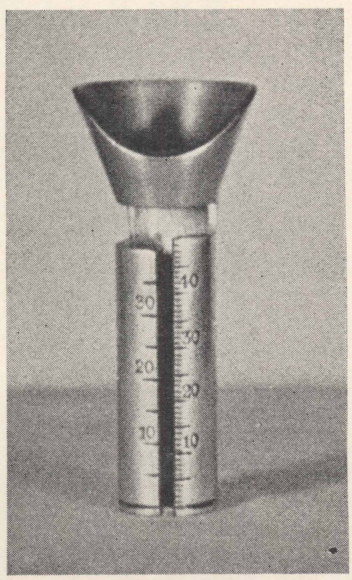
TUBULAR COIN WRAPPERS

For

Pennies, Nickels, Dimes, Quarters, Halves

$1.00 Per Thousand

Free Delivery to Your Address
PROMPT SHIPMENT



2 IN 1 COIN COUNTER

Here's a counter that you can use on both pennies and nickels. The figures can't wear off and the slot enables you to see every coin or slug. This is the ORIGINAL one piece cast ALUMINUM counter. Don't confuse it with imitations. Equip your route men with the best; it pays in the long run. PRICE: $1.50 postpaid. Cash with order—stamps accepted.

VIKING SPECIALTY COMPANY

530 GOLDEN GATE AVENUE SAN FRANCISCO, CALIFORNIA

EINAR WILSLEV, *Owner and Manager*

LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

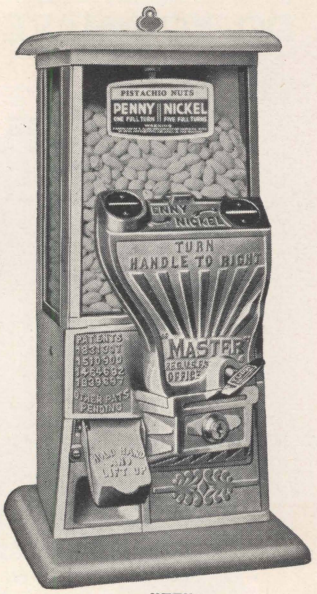
"DE LUXE"

The Finest Assortment and
Largest Stock of

BULK VENDORS

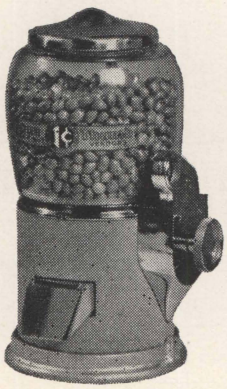
will be found at

VIKING'S

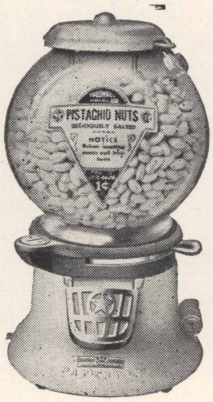


"77"

26
COIN MACHINE REVIEW

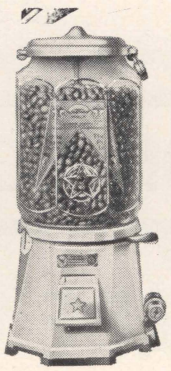


"TOM THUMB"



"Z M"

"M"



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"SILVER KINGS"

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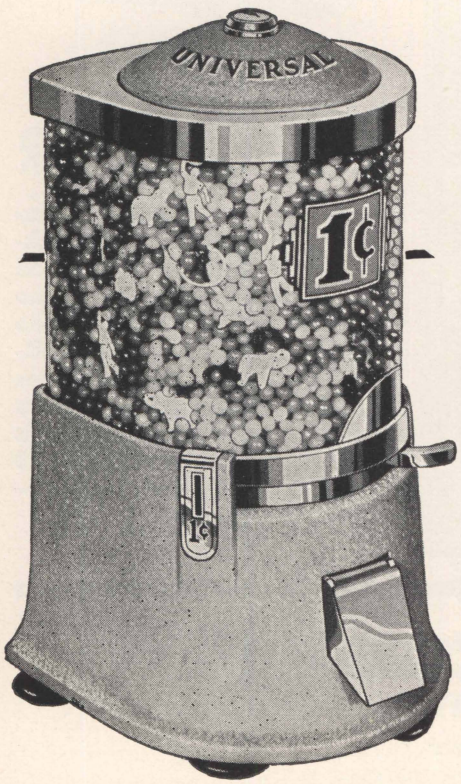

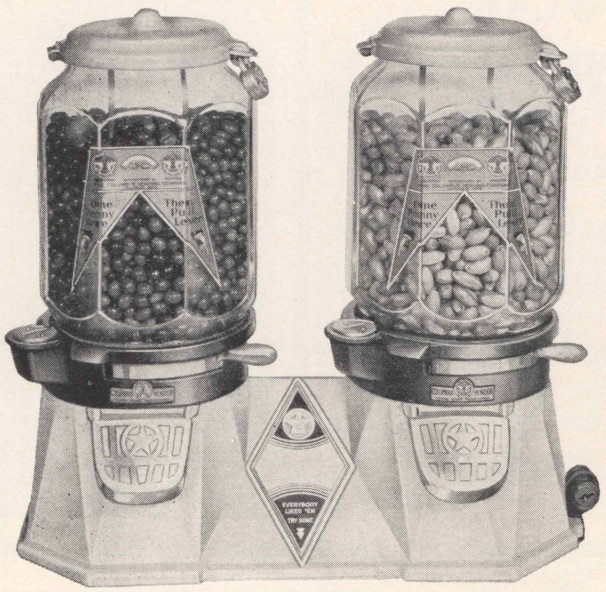

"BI-MOR"

"34"

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LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

"Skittles and Beer"

—That's what the average operator thinks of the life of a jobber or distributor—but is it? Here are some typical thoughts and incidents such as might occur in an "average" day of the "average" jobber or distributor. You'll get the jobber's thoughts about each case in parenthesis. The rest is his imaginary conversation.

HO HUM! ANOTHER DAY. (Wish I hadn't had to get down so early. That guy Doakes—pfui! Buys one machine to try out and then expects **me** to service it for him! I should call out my help at one o'clock in the morning to drive fifty miles, so I do it myself, and what do I get? Not enough sleep. Gotta be here at eight in the morning regardless, because somebody'll be in, sure, wanting some parts or equipment. And these operators think we jobbers have an easy life! To bed at 2:30 in the morning and up at 7, and an operator goes to bed when he pleases and gets up whenever he's ready to. Why don't these guys study their machines when they buy 'em, so they can do their own servicing?)

Oh, good morning, Hayes. How's that new location—and that new baby? (Got to remember all about the customers' private life, too, so he won't be offended because you forgot to ask.) Both swell? That's fine. What's on your mind this morning? Collection books? Yep, got the best. Here, look 'em over. You want this one? Right—ten cents. (A lousy dime. For this I should keep a big stock! And they think all us jobbers make huge profits. Well, a dime here and a dime there all help.) . . .

Hello, Cameron, how's everything? Oh, you have five clunks you want to get rid of? (Oh, oh—here's where I go for a ride again. This fellow's a smart trader. I'd better glue my shirt on.) And you need two brand new consoles? You want to trade even? Couldn't do it. Couldn't even think of it. (What does **he** think this is, anyhow—relief headquarters?) You'll give me ten bucks cash? (That's the first time you've offered me cash in months.) Look, Cameron, for your five clunks I'd get twenty dollars apiece, maybe twenty-five, if I was lucky. And those consoles are seventy-nine-fifty each. Two times seventy-nine-fifty is a hundred and fifty-nine bucks. Five clunks at twenty-five apiece is a hundred and twenty-five bucks. And they'll have to be refinished first, and have new parts put into 'em. How do you figure I'd come out on the deal? You can't trade even unless you've got an even trade. Tell you what I'll do; I'll take your five old machines in full on one console. By the time they're refinished and put in working order I'll have made ten bucks profit—when and **if** I sell 'em. (**If** is **right.** Nobody wants these machines any more. They always were buggy anyhow.)

But you still have to have two consoles? Yes, all right, I'll carry the other one on the books. (I might as well. He's in so deep that if I don't he'll go out of business and then I'll never get anything.) Yes, you can pick 'em up anytime this afternoon. Oh, your service man's sick and there's nobody to come after them? All right, we'll deliver them. Do you want us to go around to your locations and pick up the five old machines? (Got a right to get sarcastic once in awhile, I guess.) You **do**? (This guy's got more nerve than I thought any ten people would have, but it looks like I'll have to do it.) Okay, we'll get 'em. . . .

What 's that, Jones? That game? (He would stop in front of the worst flop of the year.) Well I'll tell you, Jones—there are some operators who could do something with that machine, but they'd have to have the world's best locations. Frankly, that one isn't worth the paint on it. No, two of the boys took games out and tried them out. A dollar the first day and fifty cents for the rest of the week. (The manufacturer'll be sore as blazes about this, but if he wants to sell any more games in the future he'll just have to take the rap when he turns out a lemon.) Here, Jones, here's Pete. He had one of 'em out for a couple of weeks. What'd you find out about this game, Pete? No good? That's what I was telling Jones. Sure, you're welcome, come in anytime. (Well at least he's grateful. That saved him from sinking his dough into something he'd be regretting for months. And they wonder what a jobber's good for?) . . .

(There goes the phone again. That's the fiftieth call this morning. Why doesn't the association let its members know where the meeting's going to be, instead of expecting the jobbers to tell everybody. We do our best to help out, but still they wonder why they don't have a better turnout.) BZG Novelty Supply. Yes, yes that game's been approved. No, they haven't come in yet—be in Tuesday. (You never know how many games you'll need, and when you do order them the factory gets around to shipping them any time they get ready. And yet these guys squawk because they can't put out equipment they haven't told you they want. There's nothing like taking a chance on ordering a lot of merchandise you may not sell!) . . .

What time is it? Two-thirty. (That reminds me—maybe I ought to get some lunch. That's another thing operators don't have to worry about. When they're hungry they go and eat. When a jobber is hungry he tightens up his belt while he talks to some guy who says he wants to spend five hundred dollars on new games, and then walks out without spending a nickel.) . . . (Boy this sandwich tastes good.) Oh, hello, Peggy. Long-distance telephone call? And Perry's waiting to see me? (Well, it would have been a good sandwich, I'll bet.) . . .

(Continued on page 28)

Hello, Perry. You say you're thinking of going in the jobbing business up north? Sure, I'll give you some tips. Got twenty thousand dollars? No, I'm not charging a fee for advice, but that's about what it will take to go into the jobbing business—providing you want to stay in it. Of course you can be a fly-by-night, if you want to, and shoot the works without a nickel, but if you do your name is mud for the rest of your life.

First of all, of course, you'll have to have a spot to carry your stock in. That means rent, and lights, and gas, and water. Telephone, too. It wouldn't hurt you to join the chamber of commerce, either. That shows you're in a legitimate business. Sure it takes capital, but what can you expect? You'll have to have a stock of equipment. Oh, you thought you could start out with all your old stuff? How much did you think it would bring in? And how many buyers do you think you'll have?

Say, listen, suppose you have a hundred used games to sell and a hundred used phonographs. We'll just start with that to figure on. You'll be lucky if you can make a profit of five dollars a game, and maybe ten or fifteen on each phonograph—that is, of course, if you've depreciated your equipment as you've gone along, and you enter a charge that's in proportion against your merchandise account. And how long do you think it will take you to sell them? Brother, if you can sell a hundred used games in six months, in that territory, with all this new stuff coming in, you'll be a wonder. Everybody wants to buy new equipment, and they'll want you to take in about three old games to every new one you sell. That means you'll have to wait about three months before you begin to get anything more coming in than enough to pay your overhead. The phonographs may not take quite so long, but what are you going to do for new equipment? It'll take a franchise to get a dealership and you'll have to lay some money down on the line at the factory so they'll know you're acting in good faith. You'll have to figure on advertising, too. If you want to sell equipment you'll have to advertise.

Then you'll need to carry a good-sized checking account too. There are a lot of jobbers who would think twenty thousand was chicken-feed. Lots of them wouldn't think of going into the business without a whole lot more than that. You've got to eat, you know, while you're waiting for all the big profits to come in, and maybe you didn't know it but the margin of profit in this business is about as small as you'll find in any line. Oh, you're going to think it over? Maybe you'll stick to operating? Yes, it does look a lot more profitable when you think about it, doesn't it? Sure, come back again. . . .

New plunger? Yes, I think we have one that will fit. (Lucky for you you don't have to carry a spare piece for each part in each game you have, brother. You'd have a neat little investment that would go up in smoke the next time the factory turned out a different sort of equipment.) Here you are. . . .

Hey, what's going on over there? Oh you're having a bull-session on operating methods. I'll be right over. . . . Now this is what Clark, out in the West End, did in a case like that. . . . (It's sixfifteen. I wish these fellows would go home so I could close up). . . .

* * * *

And so it goes—an average day in the life of an "average" jobber or distributor.

The names used in this story were fictitious, of course. And the comments and the thoughts weren't real. But they are the sort that any jobber or distributor will have some time during the day, and reasonably enough.

Too many operators think theirs is tough, while the jobber's life is a bed of roses or, as we put it earlier, all skittles and beer. Too many think the big profit is in the jobbing line. Too many fail to realize that the jobber earns every cent of the small profit he makes by:

Carrying operators on credit, often keeping them in business where otherwise they'd be out in the cold; acting as a clearing house for ideas and information on operating, much in the same manner as an association might handle it; taking the risk on new equipment, so the operator won't have to, by ordering out new machines and testing them himself—just suppose, for instance, you, as an operator, had to buy every new machine that came out in order to find out if it was going to be profitable; getting rid of your old equipment by taking it in on a not-very-profitable trade deal; stocking all sorts of parts and supplies that not only would drive you crazy in trying to keep them in order, but would shortly empty your pocketbook as flat as a new pavement.

If you've been one of those with inclinations to think the jobber and the distributor aren't needed—if you think you could do without him—think back over these things and apply them to your own case. Then start your own campaign for a "Be Kind To Jobbers" Week. ●

Game Termed 'Skill'

CHICAGO.—Appearing as an expert witness for Rock-Ola Mfg. Corp., Professor Walter Bartky, associate in the department of mathematical astronomy at the University of Chicago, discussed such variable factors as time, mental reaction and previous skill in operation of the firm's World Series, and wound up by declaring that in the last analysis skill was what won the game for the player. ●

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The above States total 3,617 names. This entire list may be had for $17.50. Send remittance with your orders. Lists mailed within 48 hours after order received. Also Eastern lists may be had.

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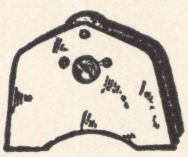

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NUMBERS 100 - 150 - 200 - 250 - 300 - 350 - 400 - 450 - 500 - 550
600 - 650 - 700 - 750 EACH RECEIVE ONE PUNCH IN HORSESHOE
50¢ WILL BUY A WHOLE SECTION
LAST 5 PUNCHES IN EACH SECTION FREE

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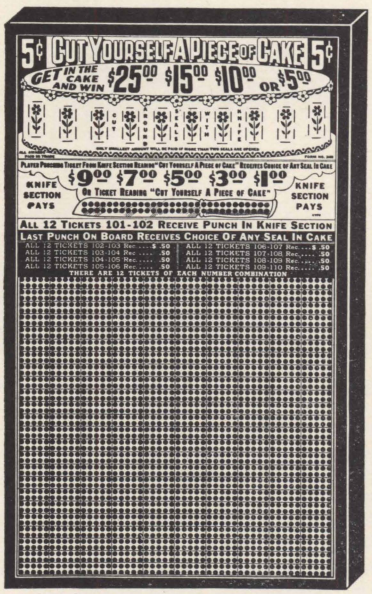
"Cut Yourself A Piece of Cake"

AND GET IN ON THESE

"SWEET" PROFITS


5¢ CUT YOURSELF A PIECE OF CAKE 5¢
GET IN THE CAKE AND WIN $25.00 $15.00 $10.00 OR $5.00
KNIFE SECTION PAYS
$9.00 $7.00 $5.00 $3.00 $1.00
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Insurance Vendor

newest service device.

DAYTON, Ohio. (RC) — Insurance, available through a vending machine on a moment's notice, will be a novelty introduced to the public soon through completion of the necessary engineering preliminaries by the Standard Register Co. Based on an idea of the National Insurograph Co. of Chicago, the machines have been in the experimental stage here for a year and a half, according to H. A. Spayd, general manager of the register firm.

Behind the project is the notion of a small group of Wichita, Kansas, business men, who intend to set up the machines in railway and bus stations throughout the country. Anyone between ages of 15 and 60 who wishes to insure himself against accidents for 24 hours, with a maximum indemnity of $7,500, will drop a quarter in the Insurograph and pull a lever.

A glass panel will slide back and he will write down his name and the name of his beneficiary. The time of day is then stamped on the policy, it is ejected from the machine, and the customer is insured against "loss of life, limb, limbs or time by accidental means."

First machines have been completed, but where they will be set up for first public trial has not been revealed. Standard Register Co.'s present plans call for distribution of the machines through its subsidiary, the Insurograph Agency of America.

The latter firm is said to have made a thorough study of the insurance laws of every state prior to development of the device, and having met the requirements in Illinois, rated the most rigid in the country, it believes its machines can be set up in every state in the union. ●

Colorado Vendors' Association

The Denver association of coin machine operators will meet soon to discuss unification of the business, and take steps to better the overcrowded business conditions of the city, according to H. Walker, of Denver. This will be the first meeting of the group, known as the Colorado Vendor's Association, in some time. Joint problems of taxation and the recent influx of new operators will be taken up at once.

The Association committee, consisting of H. E. Walker, C. H. Fendrick and P. J. Wollenweber, and probably W. C. Jantz, will present the service and sales tax problem as it now stands. After two years of litigation, coinmen in general have agreed to pay a 2 percent sales tax, based on monthly declarations of gross. This means a yearly payment of approximately $100 to the larger operators, and plans to include all will be drawn up.

As the plan clearly indicates that the tax must be collected from the customers themselves, the coinmen of the state had a good point in the fact that it is virtually impossible to make tax collections at the machine itself. Moreover, as 5 cents is the average charge, machines come under the minimum for tax-rate charges, and escape the act per sale. This point was argued and deliberated for two years, but has been finally settled with the aforesaid plan. However, much work remains to unify payments, and classify all operators in the state so that equal payments may be made by all.

According to the Association, every good location in Denver is now filled with machines, and more are coming in with increasing rapidity. Steps will be taken to limit new locations. ●

Visit Dallas Show

DALLAS (RC)—A. G. Saleh, of G. & S. Novelty Co. of Tyler, Texas was a recent visitor in Dallas and a guest at Electro Ball Co.'s show at the Baker Hotel. Saleh operates music in Tyler and Kilgore and reports conditions good in that section of the country. John Delaney of Ruth Music Co., another well known musicman, was at the show. Delaney has been in the music business for seventeen years and says the new models make operating easier and more profitable. ●

* * *

Girls who stick to the right are frequently left.

Game Men Meet

HOUSTON (RC) — A representative group of amusement game operators of Houston and surrounding territory held a meeting at Bankers Mortgage Building on the evening of February 10. A number of matters were discussed and it was announced that another meeting would be held in the near future to map out a definite program for the benefit of amusement game operators of this section. ●

* * *

"Hmm! I don't like the looks of your wife at all, Mr. Blunt," said the doctor after he had examined the patient.

"Neither do I," answered Blunt, "but still she's a good wife, and looks after the children and the house well—so I can't grumble, I suppose."

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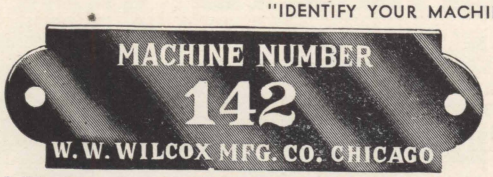

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Yakima Valley Operators' Association

President — HUGH ADAMS; Vice-president — JOHN BUNNELL; Secretary-Treasurer—A. VAN DIEST.

By LEONARD LERWILL

YAKIMA, Wash.—Yakima valley operators are finding it easier to work together than for each man to make his way individually. About six months ago the Yakima men organized the Yakima Valley Operators' Association. Members are scattered over quite a lot of territory and don't meet very often, but they have accomplished a good many things.

One of the purposes of the organization was to eliminate undesirable and cut-throat competition. Members believe this has been accomplished without infringing on the rights of any legitimate operators and that regulations now in force protect both the public and the operators.

Hugh Adams is president of the group. Other officers are: vice-president, John Bunnell; secretary-treasurer, A. Van Diest; trustees, Charles Eccleston, W. E. Brewster, L. C. Foisy, Art Fullbright, H. F. Pearl and Lester Sauvage.

Adams explains that the organization hasn't had a meeting since before Christmas. "But we have an organization through which we can work," he declares. The group has a Yakima county superior court decision holding that a pin ball machine is a game of skill in its favor. Consequently pin ball machines are very popular and have a big play. Adams' stand of 11 machines in Harrington's pool hall is recognized as one of the leading locations in the state.

Most of the group believes that the Yakima city ordinance governing operation of machines is satisfactory. The ordinance, adopted in its present form July 24, 1937, provides for four classes of games.

Class A includes all games of skill in which the players gather around a counter or table, and in which more than one person plays at one time and in which darts, spears, arrows or other projectiles are thrown at any stationery or moving target, and through the playing of which, by skill, goods, money or tokens may be won.

Class B includes pin ball machines or games of skill not included under class A.

Class C includes all pin ball machines or games of skill, by playing which, or through the use of which, the player receives only amusement or enjoyment.

Class D takes in all machines from which, upon the deposit of a coin, the person operating the machine may receive merchandise, with no possibility of additional reward through luck or skill.

Under the provisions of this license the city of Yakima has licensed 14 operators who have about 150 machines.

Three members of the Association attended the convention in Chicago in January and came back with many new ideas. Those who went were Adams, Eccleston and John Shuoler. Shuoler does most of the repair work for the operators in the valley.

Local operators expect to take an important part in the annual convention of the Washington State Cigar Dealers association which will be held in Yakima in May. Gov. C. D. Martin is expected to be the principal speaker at the convention dinner.

Art Fullbright, one of the five trustees of the cigar dealers association and also a trustee of the Operators' Association, is one of those working on plans for the meeting. Adams is also a member of the cigar dealers' group. ●

Bradshaw Plans Trip

DENVER. (RC) — Gibson Bradshaw, partner in the Star Vending Co. has nearly recovered from a serious infection of his jaw. When the trouble has completely healed, he will start on a tri-state trip, visiting coinmen outside of Denver, in Wyoming and Nebraska. According to Bradshaw sales on the new Rock-Ola Monarch 20 have been going so well that he will be unable to make delivery for some time. Recently he sold 12 of the new models over the telephone and 4 by mail. Pictures of the new machine have been his only method of showing them to customers, but their exhibition at the Coin Machine Convention stimulated business so well that he has not yet needed a demonstrator. ●

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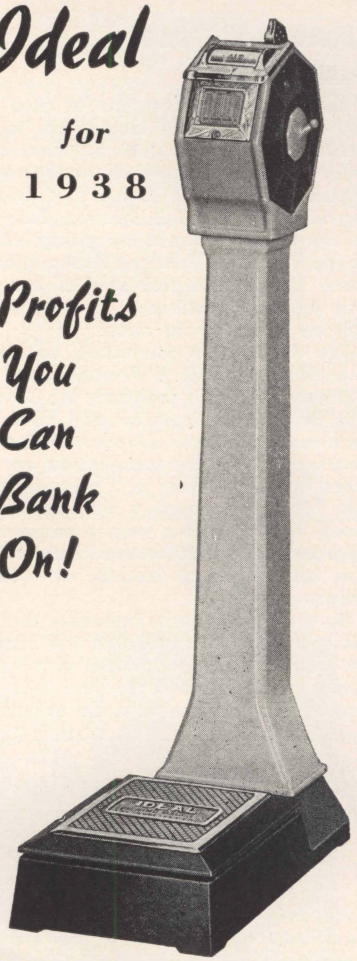

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Amalgamated Vending Operators' Association

President—MORRIS SILVERSTEIN; Vice-President—JOSEPH SCHOENBERG; Treasurer, WILLIAM PRAGNELL; Financial Secretary—LOU ROSE; Recording Secretary — MOE GLADSTONE; Sergeant-at-Arms — MARTIN ROTH; Managing Director—JOE FISHMAN. Office—1841 Broadway, N. Y. C.

By IRVING SHERMAN

Due to pressure of events, among them the dance given by the organization, Amalgamated Vending Machine Operators' regular meeting was not held until early in February. In the absence of President Morris Silverstein, away on business in Boston, Vice-president Joe Schoenberg presided.

As the first item of business, Managing Director Joe Fishman was invited to report on the outcome of the dance, of which he was chairman. Thanking those who gave of their time to put the affair over, Fishman stated that the event had shown a profit. After that he reiterated the need for continued cooperation by all members in order to "get past the tough spot we are all in."

Reviewing recent legislative activity affecting coin machines in Greater New York, Legislative Committee Chairman Marvin Liebowitz discussed the things that might be done to create a favorable impression in legislative circles and with the general public. "The situation is that the present city administration is not disposed to make many concessions for us," Liebowitz declared. "For reasons of its own it feels that coin machines must be kept in check. Neither you nor I nor anybody else can buck a stone wall. But what we can do is to show the gentlemen in Albany, and down in City Hall, that while they may not be ready to concede anything, we are willing to make concessions. We are willing to abide by a self-rule which we will enforce to the very letter."

Liebowitz emphasized the fact that "The whole industry's future rests in each man's hands. If he is careless or indifferent or does not cooperate, there will be no coin machine operators in New York—not enough to speak of, at any rate."

Benjamin Haskell, one-time Amalgamated attorney, and now engaged in private practice, referred to several cases he has had in connection with coin machines, and declared that while the courts had tightened up, magistrates, as a rule, were less prone to convict. He warned, however: "Don't flirt with violations. I have confidence that the officers of your Association, your able board of directors and your managing director, 'Fighting' Joe Fishman, are doing their very best to make coin machine operation safe and profitable. Do everything in your power to aid and nothing that will place more burden on their shoulders."

Acting Chairman Schoenberg then introduced Joe Hirsch as new chairman of the board of directors, succeeding Marvin Liebowitz, and Hirsch paid a sincere tribute to Liebowitz' achievements and generosity in giving time and effort on behalf of the Association, promising to do his best in his new capacity.

The matter of irregular attendance at meetings of some members was discussed, and in the same connection the problem of taxes and non-payment for stickers. Particular emphasis on the latter point was made by Secretary Moe Gladstone who indicated that stickers were part of the intangible benefits of the Association, but a benefit nevertheless. "Labels and stickers afford concrete protection," he asserted, "but in belonging to an association there are more benefits than this. Your Association can fight your battles, but the very fact that it exists is already an achievement. People think of it. Chiselers don't care to buck it. Then there is the angle of locations. Your location owner thinks more of you when he knows you are not an independent, but belong to an association that is backing you.

"However, all this costs something. Your Association has expenses. Sometimes they may seem to be more than they should be, but they are made to help you, to promote your interests. A tax isn't for anybody's pocket, in particular. It is money that is necessary to help you, and when you pay you are giving it to no one but yourself.

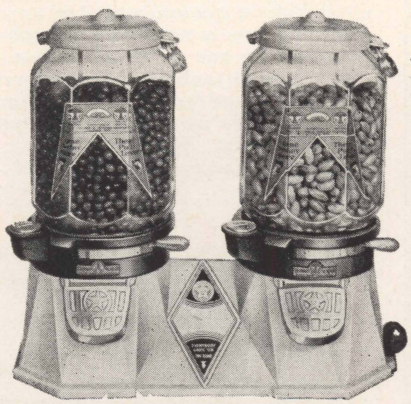
Brought out in the discussion, in which participants included Lou Rose, Morris Bushel, Leo Turk, Al Glicksman and Joe Harbin, was the thought that the small operator sometimes gets the impression that he is carrying the burden of the big man. On the other hand, testimony was given that showed so-called "big operators" in the Amalgamated as carrying more than their share of the burden, not merely in payments of money, but in the time devoted to offices to which the others, realizing their size means experience, keep naming them.

When, finally, the smoke of battle cleared, members agreed to forget distinctions of big and little and think of the welfare of the Association as a whole. Likewise a motion was passed to the effect that no labels are to be issued until a tax of $5 a month for two consecutive months be paid. At the same time, of course, the tax was passed.

Side Notes

Irving Isreal and Joseph Steinbeck, two of Amalgamated's operators, have gone into partnership in opening the International Camera Service which will book films for home consumption and for parties from offices at 5 West 184th Street. The venture, for the present, is only a sideline.

Joe Harbin, known as a conscientious worker in behalf of Amalgamated, and with a reputation for successful operation, has been



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A popular "Columbus" Model especially adapted to those locations where more than one machine is desired. Double your profits with this dependable profit maker.

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WRITE FOR FREE INFORMATION

M. T. DANIELS

1027 University Ave. **Wichita, Kan.**

named to the Association's board of directors.

Lou Rose took time out to honor your scribe. Although this reporter has been a steady if inconspicuous figure at Amalgamated sessions, this is the first time he has had official recognition. Thanks, old timer!

Lee Rubinow is being missed these days. One of the most dependable lights of the Association at one time, his pals are wondering if he has forgotten them in his consideration of music problems.

Al Glicksman is keeping busy with an automobile exchange and a coin machine business. Asked if selling automobiles was easier than spotting new locations, Glicksman remarked that it might be a case of jumping from the frying pan right into the fire.

Managing Director Joe Fishman is still nursing the bunions that cropped up following some fancy steps at the recent dance. Says Joe: "Anyway Astaire didn't get that way in one night. He had his rough spots, too."

Sergeant-at-Arms Marty notes a correction. Regarding the remark made in these pages that "he wanted the post because he could be the first out," he would also like it known that he is the first one to show up at meetings. ●

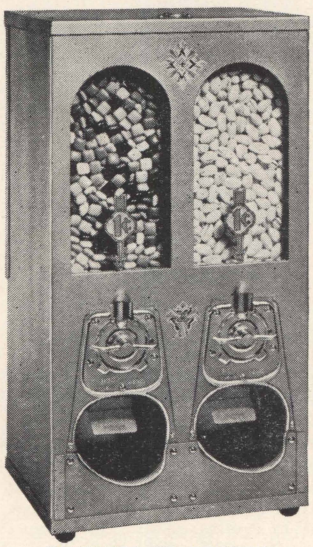
New Jar Deal Idea

NEW YORK CITY.—Bingo Ball Gum with or without the use of vendors is the newest idea of the firm making the gum used, and the new Bingo Ball Gum Jar Deal makes it possible. The Jar Deal is filled with 600 brightly-colored foil-wrapped balls of gum with payouts on "Bingo-5," "Bingo-10," "Bingo-20," "Bingo-30" and "Bingo-Buck," giving a payout of $1 when the card is completed. Players pay 5c for their gum and play the game free. Once started, players are said to go right on playing in order to complete their card. ●

* * *

It takes a bright man to write an effective love letter, and a brighter one not to attempt it.

ADVANCE VENDING MACHINES
110 Models



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ADVANCE MACHINE COMPANY
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COIN MACHINE REVIEW
1113 Venice Blvd. Los Angeles

New Bally

equipment ready.

CHICAGO.—A game with a "wind-blown ball," a 5- or 4-ball novelty bumper game and a marble game "with the lowest price tag you've seen in three years" are Bally's new leaders, according to report from officials of the firm.

Requiring but small space, Magic Ball, the first of these, is a vertical machine in which the player guides a stream of air, created by a wind-turbine, in such a way as to elevate a lightweight ping-pong ball and place it in one of a series of forks which conduct it into scoring pockets and registering on the illuminated totalizer. Providing no more than 2 minutes elapse, the player gets 5 plays for a nickel. Magic Ball does not require awards of any kind, it is said.

Bally Reserve, the novelty game, embraces the unique principle of dropping half of all coins into a compartment for the merchant, and half into one for the operator. Coins dropping into the award compartment register on the backboard and form a reserve which the player may win simply by hitting all twelve bumpers.

New Rocket, the low-priced game, is said to combine the action of spiral bumpers and the ever-popular appeal of pockets in a novel way.

Sport Page, a new multiple one-shot, operates on one or more nickels, with every payout multiplied by the number of coins played, up to four; from one to seven mystery selections are displayed on each coin. Win, place, show and purse awards are provided, and odds change on each coin played. $8 is top award. ●

* * *

"I wonder where Gladys gets all her cute clothes and jewelry?"

"Goodness only knows!"

"I'll bet goodness has nothing to do with it."

Mountain Lodge

becomes 'proving' ground.

SEDALIA, Colo. (RC) — Woodbine Lodge, seven miles up Jarre Canyon from Sedalia, has proved the fertile spot for Denver operators to try out their newest machines. As a "proving ground" the lodge has shown conclusively how any new innovation in coin-operated vendors, phonographs or amusement devices will go over in adjoining Denver. There are always more than 30 machines in use at the Woodbine Lodge or in a nearby warming-house for skiers. Most prominent are the new popcorn vendors, two of which were experimented with by Max Mongone, Denver operator, for several weeks before they were introduced to the Denver spots.

Woodbine Lodge relies on two unusual features to bring swarms of tourists and sightseers into the picturesque region it crowns. Huge platters of chicken are served on Saturday and Sunday afternoons, in a rustic dining room overlooking a long valley sweeping down from the canyon road to the plains below. Knowing that very few guests are capable of eating the tremendous amount of chicken laid out for them, Mrs. Joe Buckman, manager, offers wax paper to her patrons, in which to wrap up the remaining chicken and take it home. This feature has brought the lodge much goodwill, and a steadily increasing list of regular patrons.

The second feature is the bar, and amusement features, which include, of course, every variety of coin machine. The bar is rustic as a stagecoach, and has firelight sessions for skiers and guests at night. The heaviest coin-machine play in the entire state is recorded each week by Mongone's spots, with a good gross from every single unit.

For enhancing its pioneer atmosphere, the lodge has a lounge built of unfinished pine siding, cowbells for summoning waiters, and raw-stone fireplaces towering 8 feet high in the first floor bar and siderooms. These are perfect settings for all types of machines which, because of their prominence, cannot fail to be noticed by visitors.

From time to time various Denver operators have used the lodge as a trial ground for their new machines, and have found an efficient barometer of appeal there. ●

* * *

"Bet I could kill ten men with this dueling sword!"

"Bet I could kill twenty!"

"Come on, now. None of that cut-throat competition."

CHAS. KOSTER CIGAR STORE
BRASS-ALUMINUM
SPECIAL TRADE CHECKS
OR STEEL
GOOD FOR 5c IN TRADE
GOOD FOR AMUSEMENT ONLY
GOOD FOR MERCHANDISE

YOUR NAME and ADDRESS IS ON ONE SIDE

100	$ 3.50	200	$ 5.50	300	$ 7.50
400	9.00	500	10.00	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.
ROUND-SQUARE or OCTAGON - Lettered on 2 Sides

Records Tell

when location shifts are needed.

DENVER. (RC)—Accurate records will do much to insure the operator's annual profits, according to Denver operator H. J. Crim, who has a string of vendors in Denver, Fort Collins, Boulder, and other small surrounding towns.

Much of Crim's business comes from colleges in the state. Students patronize his machines in winter, and tourists in summer, and the two sources balance evenly so that gross income is maintained at a steady average. However, there is a definite problem in locations which Crim solves in this way. When servicing each machine, he jots down in a ledger the amount each section has delivered. This is used for deciding which machines are not selling, or need a change. Over a period of months, the ledger gives an accurate picture of profits per machine, with gross and net notations in permanent figures. There are several factors entering into this system. Variation in delivery of nuts and candies is important. The spending habits in a location is another factor. After a test period of as much as six months, all these become clear, and Crim can assign various machines and merchandise to a certain location with a fair idea of what it will accomplish.

For example, in some Colorado mining districts, Crim knows to the day when to remove the machines from that locality. Also, he received calls from other towns for machines, although all were in use. Going over his books, he was able to determine which machines would profit from the change, and fill the new spots.

All of Crim's business has been put on an extremely efficient business basis. Mrs. Crim is helpful in this, being head of the accounting department of A. L. Pierce Brokerage Co., and keeping all books on the machine routes. Itemizing all expenses, from automobile and machine depreciation to the cost of vending merchandise, the company can accurately forecast the business far in the future.

Crim's advice to beginning operators is this: 1. Keep an accurae set of books, including all expenses and depreciation. 2. Exercise a minute control over season locations. A highly specialized business demands exact knowledge. 3. Depreciate your machines as quickly as possible; make them pay for themselves before earning for you. ●

Aids Association

DENVER. (RC)—H. E. Walker, local coin machine distributor, has compiled a list of 160 operators throughout the state, in an effort to organize the industry against unfair legislation and insure cooperation in preparing for the oncoming tourist season. For more than a year, Walker has been a leader in the Colorado service and sales tax fight and has been steadily gathering the list of operators to standardize the payments. In the case of future problems, such as the steadily growing number of operators in Denver and the larger towns are bound to cause, this list will be of great value in unifying all Colorado operators. ●

* * *

Never strike a woman. Just tell her how pretty she USED to be.

Denver Operators

get agreement on tax figures.

DENVER (RC)—After two years of bickering with various clauses in the state service and sales tax law, Colorado operators are going to pay 2 per cent on their net gross in the future, according to H. E. Walker, Denver operator. This includes not only vendors selling candy and other merchandise, but those selling intangibles as well, which means phonographs. The question was settled amicably, after a long period of discussion, and payments will begin February of 1938.

The tax will affect 160 operators in the state, and will place an equal burden on all operators, Walker said. In his own case, Walker expects the tax to amount to approximately $100. with graduated amounts on down through the ranks of smaller operators. Collection will be on a basis of monthly assessment, in which every operator will make a declaration of his gross return for the month.

Denver will be the most prolific source of tax revenue, with 75 or more operators in the city. The Colorado Association of Vendors met recently and clarified the situation, agreeing that a set gross payment would simplify the matter and obviate any extra bookkeeping which might hinder the individual operator.

BEST-EVER PAY-OFF SERIES SET

Consists of 25—500 hole key boards and one pay-off board containing 600 winners from 25c to $20.00. Takes in $625.00, pays out $258.00. Price $28.06 plus 10% tax. Send for Catalog.

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It's Sensational! It's Earning Bigger Profits Than Slots!

Bingo Ball Gum

Trade Mark (c) 1938.

OVER $38.00 WEEKLY

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Actually plays the sensational money-making game of Bingo in Ball Gum Machines! Operators already earning over $38.00 weekly from each machine! It's the fastest and steadiest money-maker in history! Don't hesitate! A Sample Set in any Ball Gum Machine will CONVINCE YOU! Enclose full cash with Sample Order. Shipped Express, C. O. D.

COMPLETE SET SAMPLE

$3.50

Lots of 10—$3.00

BINGO BALL GUM MFG. CORP.

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Omaha Legalization

takes effect April 1.

OMAHA. (RC)—Beginning April 1, all automatic music machines and all coin controlled mechanical devices, save automatic payouts which are forbidden by state laws, will be legalized by city ordinance and operators will pay an occupation tax of $5 a year, with the year running from April 1, 1938, to March 31, 1939.

Several of the larger operators were called before the city council preceding passage of the measure and permitted to give their views. The result is the plan that has been adopted, although it is not quite to the liking of the operators, some of whom felt that a blanket ordinance providing a fee of $100 to $250 for the privilege of operating, and then $1 or $2 per machine, would keep more irresponsibles out of the business and make it easier for those operating to make the profit to which they were entitled.

Be that as it may, operators are busy making all arrangements to go under the new plan after April 1. Many larger operators have expressed themselves as satisfied with the arrangements and are planning to cut out some of the poorer locations in order to place the business on a more substantial foundation for the future.

Petitions are now being circulated all over Nebraska and getting a lot of signatures, asking the next legislature to drop the present ban on payoff equipment. Passage of such a measure, naturally, would benefit Omaha operators who are doing their part in the campaign, as much as those in other parts of the state.

* * *

"How do you always manage to have such delicious beef?"

"I select a good, honest butcher, and then stand by him."

"You mean you give him all your trade?"

"No; I stand by him while he's cutting the meat."

In and Out of Omaha

By CHARLES P. RODMAN

M. S. Spangler of the Automatic Music Co., Belleville, Kan., was a visitor during the latter part of February. While here he invested in a sizable quantity of late records. Like others, Spangler is finding the interest in music can be increased by using the full chorus record of eight bands and then offering prizes for the one naming the greatest number correctly.

Johnnie Dauble, manager of the record department of the Sidles Co., Omaha, has just completed his first visit over the trade territory since he came here. He found conditions much better than he anticipated, and he reports that automatic music is gaining ground rapidly. "More and more are operators looking ahead for sure-fire profits, and this causes them to seek better locations, give better service, in fact to make it a straight business proposition.

Tony Mangano, president of the Howard Sales Co., Omaha, visited Hot Springs, Ark., for four weeks and has just returned feeling fine and fit. While he was away Mrs. Mangano cared for the business and did a good job of it, judging from reports. Now she is getting the California fever, and during the latter part of March she will drive to Los Angeles. She has made the trip several times, and gets the desire every year as spring looks 'round the corner.

Hymie Zorinzky, just back from his annual three-weeks' visit to Miami, Fla., has added 25 gum merchandise machines to his route of cigarette and peanut machines.

W. J. Mashek of North Platte, Neb., a railroad town of considerable importance, was a visitor here during February. Operating under the name of the Platte Automatic Music Co., he reports an increasing interest in better music, and the size of the job he is doing is indicated in the fact that he keeps five service trucks in the field at all times.

Harold Harden of Sioux City, Iowa, reports his business has been gaining since the first of February, and he anticipates a continued increase. He visited Omaha recently.

Operators in Nebraska's college towns —Crete, Chadron and Wayne—report here that they find music patronage on the increase. Good dance music takes well, but vocal is taboo. Operators also report that it keeps them on their toes as machines must be supplied with the latest and best records to keep the nickels from going for candy and soft drinks.

New Op

VALENTINE, Neb. (RC)—William Abrahams is the newest man to enter the operating field here, with a good line of amusement machines and phonographs. One thing he can claim and no one will dispute—his town is the coldest spot in Nebraska, and the government weather bureau will prove it for him.

Manufacturers of

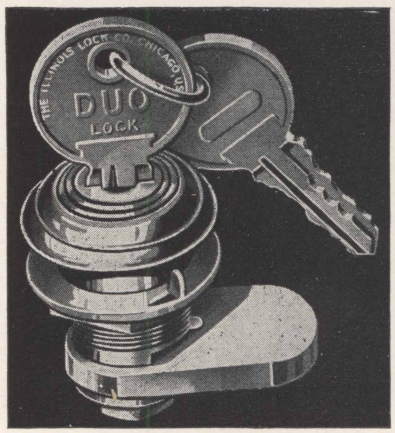
VENDING MACHINE PRODUCTS

- SALTED PEANUTS
- RAINBOW PEANUTS
- BOSTON BAKED BEANS
- VENDORS CHOCOLATE PEANUTS
- BUTTERSCOTCH PEANUTS
- MIDGET BURNT PEANUTS
- FRUIT DIBS
- PISTACHIO NUTS
- BALL GUM
- INDIAN NUTS (Pinon Nuts)
- CHARMS

PEANUT SPECIALTY CO.

400 W. SUPERIOR STREET CHICAGO

Write For Price List



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Kutting the Korners With Karnofsky

Always first with the news and the inside stories, the COIN MACHINE REVIEW now reveals for the first time the true and complete details of the origin of Operator Ray "Give the Player a Break" Swing's "back to nature" movement, a dramatic expose that is sure to write new pages in this country's nudist history. It took place some time ago. The place: a tavern location on the waterfront at Pier 41. The time: a late spring day in 1937. The characters: Operator Ray Swing and the tavern proprietor.

The proprietor complained because of lack of business, and Ray, the ever-helpful counsellor and adviser, said: "Why don't you improve the appearance of this place? F'rinstance, take those pictures on the wall. They're old and grimy and out of date. Give 'em something that will not only improve the looks of the place but make 'em want to come in here and look at them —and at the same time buy a coupla slugs of beer."

"As for example?" prompted the proprietor.

"Well," said modest Ray, pondering the question, "how about a picture of me, one that'll bare the famous Swing physique?"

The proprietor looked at Ray and said: "Aw, you're kidding!"

"On the contrary," Ray declared, "if you had a camera I would be glad to oblige."

"On the level?"

"S'help me, a Swing never goes back on his word."

The proprietor reached over behind the counter, pulled a camera and grinned: "All right, sonny boy, go into your act."

Ray blinked and started to stutter an explanation.

"So a Swing never goes back on his word, eh?" the proprietor sneered.

Like a man in a daze, Ray backed into a far corner and began divesting himself of his clothes. The tavern owner adjusted the camera and when Ray was in his nature's dress, snapped a photo of the red-faced operator.

But Ray beat the owner to the final punch by grabbing the film before it could be developed. And that's the story of Ray Swing's initiation into the nudist movement.

We now introduce to our readers the ace bowler of the coin ranks in the Northwest, Dick Mortensen, top-ranking mechanic and service man, who subscribes to the axiom that a "good little man is better than a good big man." Beside packing a mean wallop in the bowling alley, Dick is something of a baseball pitcher. The thin, wiry youth was an ace hurler in Junior Legion circles in Minneapolis several years ago before coming to Seattle. In winter its bowling; in summer its baseball—that's Dick's secret of keeping in trim.

When and if the manufacturers begin turning out shock-proof pinball games, with every feature guaranteed against breakage, then we know one operator who will be truly thankful and from whose face will disappear the lines of worry that formed there as a result of two occurrences a short while ago. We're referring to Charley White, and as for those two occurrences—Charley was driving his coupe up a hill, with a game on the rear of the car. Without warning the game fell out with a loud crash. When Charley turned around to see what happened, a mass of broken glass and twisted parts greeted his eye. Several days later, a trio of players in one of Charley's locations with one drink too many and under the illusion that they were ace jugglers in the circus, manhandled one of his machines and damaged it badly. Charley is going around with a yearning look in his eyes these days. He is thinking of break-proof pin games and of what a boon they would be to the operator.

The large new quarters the Rudolph Wurlitzer Co. now occupy are the last word in completeness. Located in the center of Coin Row in Seattle, the Northwest branch carries a full line of phonograph parts for all Wurlitzer models from the year 1934 to the latest models. A roomy warehouse and stock room are also a part of the new set-up, but thus far have not been utilized to a very great extent; the three carloads of 24-record, console and table models that have arrived in Seattle thus far have been shipped out to operators almost as quickly as they arrived.

Jottings . . . There is joy in Bremerton and a mighty rush to that city on the part of Northwest operators, for automatic payout tables have been licensed and coin machine activity of the Navy City is coming back strong . . . The 1938 Seeburg phonographs are honeys, and the high volume of sales in the Pacific Northwest shows that music operators are thinking the same thing . . . Back from basking in Florida's sunshine is Lou Wolcher, whose deep tan strongly resembles the color of Mahatma Ghandi's bald noggin . . .

Earl Heroux, the penny arcade man whose hobby is amateur photography, won a cash award from the Seattle Post Intelligencer for his night photo of a

(*Turn Page*)

IF CHICAGO COIN makes it

CHICO BASEBALL SNAPPY TURF QUEEN

Paul A. Laymon

LAYMON sells it

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 W. Pico St. DR. 3209 Los Angeles

2

ITEMS FOR SALESBOARD OPERATORS THAT ARE

Naturals

Charlie McCarthy Dolls

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Wire for a sample and you will use a hundred!

LOU WOLCHER CO.

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S. W. 16th and Jefferson . . . . Portland
3126 Elliott Ave. . . . . Seattle

local fire which was published recently . . . Mrs. Bert Farmer, wife of the popular digger operator, is elevator-shy, and every floor above the second that she must travel brings on a bad case of jitters . . .

It's Chief Homer Hoffman now, if you please; for H. B. has joined the O'Toole Tribe and has a fancy sign to this effect pinned on the wall near his desk . . . Incidentally, Mrs. Hoffman has been going around with her arm in a sling and H. B. has been spending most of his time denying to one and all that he had been practicing cave-man tactics . . . "There's not an unfriendly bone in my body," H. B. declares . . . Harry Bangert has sold his pin-ball game route to Jack and Al Roberts . . .

Spokane is leading every other city in the State of Washington in coin machine activity, with phonographs enjoying a new high in popularity . . . Back on his feet and rarin' to go is Operator D. E. Christie, who was downed by the flu . . . You can hardly believe it, but handsome, youthful appearing Operator Van Booth, who looks like a collegiate hero, is married and the father of an 11-year old daughter . . . which only goes to prove that women aren't the only ones who can successfully hide their ages . . .

Joe Hart, Everett operator, has capitalized on the tremendous popularity of skiing in the Northwest, by placing automatic phonographs on the two Milwaukee Ski Bowl trains and one in the Ski Lodge . . . Chet Heberling's young son Don is back in good health after a brief hospital stay . . . Service Man Dick Fields is taking a business administration course at the University of Washington . . . Operator Al Brashem's brother Ed is back in the coin machine business after a short absence . . . The busiest coinman of the month: R. E. Gohr, service man, key specialist and mechanic extraordinary, who has been practically living in his workshop.

Bouquet of the Month: To Howard Gray, president of the Washington Automatic Merchandisers Association, for whipping into shape one of the closest-knit and best organized groups of its kind in the country and for setting a fine example for the rest of the members by conducting his own operations on an orthodox and square-looking basis. ●

* * *

He: I prayed for you last night.
She: Next time, telephone.

The Life of Any Party!
SOMETHING DIFFERENT!
STEPPIN' SAM

He dances a perfect tap dance with the touch of the finger. With music he dances better than a human.
Hundreds were sold at the Sherman during the Coin Machine Show.
A real novelty for operators of concessions in Hotel Lobbies, Theater Lobbies, Food Shows, Auto Shows, etc.
Sample: $1.00 including parcel post anywhere. Only $7.20 a dozen.
Manufactured by
STEPPIN' SAM CO.
5062 Penway St.
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IF EXHIBIT... makes it
EL TORO HI BALL
LOVE METER
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LAYMON sells it
DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES
1503 W. Pico St. DR. 3209 Los Angeles

St. Louis Personalities

By H. A. INSINGER

The Chicago show spirit still hangs on, locally. On several occasions your correspondent dropped into an operator's establishment and met a group of the boys in a huddle. Arguments over the merits of the various coin-operated devices were lively and upon occasion threatened to become heated.

William Illeg considers Popmatic one of the best items the recent Show had to offer. Says he, "Any person who can put cash into 15 or 20 of them, and uses good judgment in choosing a sound location cannot help but make himself a good steady income." Bill has been in the coin machine game almost as long as he has been able to distinguish between a nickel and a dime, so he should know whereof he speaks, and his opinion is not to be dismissed with a shrug.

Jack Rosen's interests in Rosen Premium Sales have been bought by Carl Trippe. Already Trippe has remodeled his place to accommodate this new venture. He will handle the latest in novelties, premiums, and salesboards. Display pads for operators will be made up right there under Carl's personal supervision. And if you have dealt with him before you know the price will be right. So if your requirements along this line need to be replenished you know where to get the right deal. And as for Rosen, we wish him every success in his new enterprise.

Jack Fink of the Tru-Shot Corp., Detroit, re-enacted another floor show at Ideal Novelty. Scores of local operators who had not been at the show availed themselves of the opportunity of giving Bang-A-Deer a thorough try-out. They shot at moving deer targets with real .22 shorts—and a good many missed their three shots for a nickel. But Fink could hit them like nobody's business. Evidently deer shooting practice in the north woods stood him in good stead.

George Buescher of Washington, Mo., spent a day in St. Louis to have a look-see at the new models arrived locally since their debut at the Show.

Ray Fields, well known to Illinois operators for his uncanny capacity to "get going again" the works of even the most baffling cases of coin-operated equipment, has been induced to move to St. Louis. He is the big-time trouble shooter for W. B. Specialty Co. How soon is somebody going to "stump" him?

By the time this issue is off the press, the new improved models of Popmatic should be in the possession of operators. From among the different color schemes on exhibition the two-toned gray has been chosen as most attractive. The finish is smooth baked enamel, easy to keep clean, and the color is such that unavoidable soiling becomes less apparent. Other refinements will be appreciated when seen.

If it has not already happened, then soon Popmatic owners will get acquainted with Walter Gummersheimer as—of all things—an editor. And the name of the Pegasus he is riding is "Let's Pop." The house-organ is well printed on good stock, nicely gotten up, and chockful of good reading matter and worthwhile information for every owner of Popmatics. Congratulations, Walter, and continued success.

H. Meyers, of the Meyers Vending Company, Mt. Vernon, Illinois, spent a day in the city to hobnob with old friends and gather up additional buys for his extensive routes. ●

MISCELLANEOUS

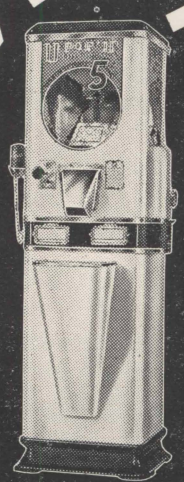
Bally Eagle Eye	$95.00
Rol-a-Score	39.50

SLOT MACHINES

5c Mills Blue Fts. D. J. P. Bell. Gold Award	$41.50
5c Mills Blue Fts. D. J. P. Bells	41.50
10c Mills Blue Fts. S. J. P. Bells	59.50
5c Mills Futurity, S. J. P. Bells	45.00
10c Mills Futurity, S. J. P. Bells	45.00
5c and 10c Mills Extraordinary, D. J. P. Bells	39.50
5c Mills Skyscraper, D. J. P. Bells	17.50

McCall Novelty Co. 3147 Locust St. St. Louis, Mo.

U-POP-IT



EQUIPPED WITH A. B. T. SLUG REJECTOR • ELIMINATES ALL SLUG EVILS

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The ONLY thoroly perfected automatic corn popper and vendor

RANEL, INCORPORATED
325 N. HOYNE AVE. • CHICAGO, ILL.
SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS

Association Attorney Praised; Future Progress Indicated

By WILLIAM NATHANSON

Will new games enter the Los Angeles area and how soon? Before we answer this question we will give our readers, and especially local operators, a brief outline of existing conditions on novelty games in Los Angeles.

For the past three or four years local operators have enjoyed the benefits of a good association, under the capable leadership of a prominent local attorney. While there was never big money in the novelty game business, it provides a living for about 180 local operators through their hard efforts and long hours of work. Things would have gone along in the regular routine manner but like in other lines, competition entered the field. With normal business conditions prevailing there would have been room in Los Angeles for two or three jobbers, but at one time we had more than ten. Naturally there was not sufficient business for everyone.

In order to secure business, local jobbers started to deliver novelty games to operators on credit or long term lease contracts, in many cases without a down payment. This system of pay nothing, take games and go out and reap the profits, brought into the Los Angeles territory an undesirable condition. Instead of buying the actual number of games required for locations, since no down payment was required, some operators bought more than were necessary. The entire Los Angeles territory was overcrowded with machines. A location which justified one or two tables at the most, was supplied with four or more machines. Naturally, under such conditions a crash was bound to come.

Financing Hurt Business

In the early part of 1937 it was evident that the business would not continue in the same manner much longer. To give readers an idea of the actual amount of money invested in financing novelty games in Los Angeles, in July, 1937, at a meeting of jobbers, an inventory was taken and it was found that there was $160,000 outstanding on novelty games. Conditions looked very bad, both for the operator who had purchased more equipment than he needed and had to pay for it—and for the jobber, whose entire capital was invested with a questionable chance to collect. It was a strenuous situation.

Just at this time, along came local reformers—men who worry about everyone's business but their own. They started a rampage against local operators and the campaign was immediately taken up by the newspapers. It was a situation of being "between the devil and the deep blue sea". On one side operators could hardly meet payments on equipment and on the other hand, an unjust crusade was in effect against games which at that time hardly provided operators with a living.

Battle Out in Open

Again under the capable leadership of their attorney, the issue was taken up with authorities on the grounds that novelty games can only be classified as such and could not be branded as illegal equipment. The Board of Directors of the Association also took the proper step by declaring a moratorium on new novelty games in order to give association members a chance to get "out of the red."

There were two major steps taken which saved the business. One was the fair attitude assumed by the attorney in not bringing the issue to authorities through the back door but in choosing to fight it out by proving that the business is legal and should not be molested. Operators certainly owe a great deal to the Association attorney for the excellent work and service he has rendered to the organization.

Painful but Necessary

As to the problem of financing games—it seems that business will have to return to normal, the moratorium will have to be called off, and new games will enter the Los Angeles area soon. Much as I dislike to point out what will happen when new games enter the city, facts cannot be denied, and the facts are that many operators who came into the business without their own investment and subsisted on the investment of local jobbers, will have to do one of two things.

They will have to finance their own business or leave the field open for those who can. It is to be expected that a smaller membership will remain in the CAMOA organization. However the amusement business in Los Angeles will not suffer. Rather it will aid all business to go back to normal.

An Old Problem—"Balance Budget"

There is quite an expense involved in keeping an organization such as CAMOA functioning properly. There is a large membership and a vast territory to take care of. It is therefore a problem, as in many other such organizations, to balance the budget. We believe that this problem will also be solved if the burden of expense is not placed entirely on marble games.

There is a good deal of equipment being operated successfully in the city, which is not classified as marble games, such as Skeeballs, bowling alleys, console models of various types, which are expensive but profitable to operate. This type of games has never contributed towards any part of the expense needed to maintain the Association successfully. It is with this thought in mind that members of the Association should be encouraged to extend their investment to other equipment along with marble games, in order to better their own income and also the revenue to the Association. ●

* * *

Some girls are easy to look at but others pull down the shades when they're dressing.

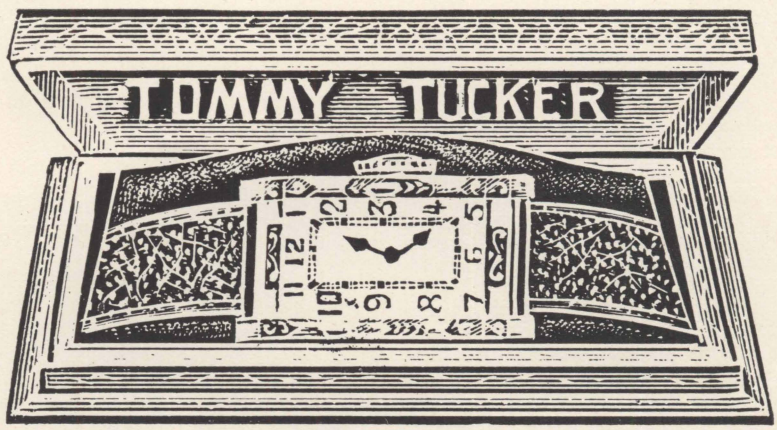
THE SLOT

Into the coin neck and why . . . not knowing,
The coins; like water, willy nilly flowing.
And out of the tube, like wind along the waste,
I know not whither, willy nilly blowing.

See GRAHAM's Classified ad, page 58

TUCKER & LOWENTHAL, INC.
Wholesale Jewelers and Watch Rebuilders
5 SO. WABASH AVE., CHICAGO, ILL.
All Our Watches are Thoroughly
Rebuilt - Overhauled and Recased in New Cases
ELGIN - WALTHAM - ILLINOIS - REBUILT WATCHES

	7-J.	15-J.	17-J.
12 Size	$3.25	$3.95	$4.75
16 Size	2.95	3.90	4.65
18 Size	2.00	2.50	2.75
0 Size Wrists	3.65	4.65	5.85



NO. 2999
6 JEWEL LEVER REBUILT WATCH, BOXED—A MARVELOUS BUY AT, EACH $2.15
(DOZEN LOTS $24.00)
Send for Free Catalog and Price List

News from the Chamber of Commerce

LOS ANGELES.—It rained! It isn't news, anymore, but checking up on the aftermath of the flood developed innumerable stories of pathos, some grimly humorous, other wholly tragic. Reports are by no means complete, but early indications are that operators as a whole sustained relatively little loss in equipment.

Perhaps the biggest loss reported was that of Jack Arnold. The story wasn't told first-hand, so it may not have been his own version. If it was, though, he's to be admired wholeheartedly for his ability to "grin and bear up" under harrowing conditions. As told to us, he had a 1938 phonograph in the path of the flood, and when last seen it was "floating south from San Fernando toward North Hollywood." Arnold didn't so much mind the loss of the machine—but he would like to get back the Buick he had wrapped around it, and the $300 he had left on the seat in the moment's crisis.

Reports from here and there tell of the loss of a phonograph, a group of vending machines, or some marble games. Glen Catlin lost a bowling game, five marble tables and a phonograph when the Wildwood Lodge was swept away in Tujunga. Nick Carter nearly lost a house out near the Tujunga Wash, for it's right on the edge of a cliff and he and his family looked down at the normally dry area and saw the waves of a lake lapping close to the top. For the benefit of interested Easterners, though, there is no truth in the report of six-foot waves rolling down Broadway. Southern California does things in a big way, admittedly, but there is a limit!

One operator, with a phonograph in a location near Corona, right in the path of the water coming from Riverside, reported an almost miraculous instance. The building was old and the boards swelled as tight as a drum. The water left sand as high as the window sills, but only a trickle of mud inside on the floor.

A whole crowd of San Diegans chose the worst day of the storm to visit Los Angeles and Paul Laymon's. C. T. and C. A. Presher, Kenneth Wolfe, E. E. Peterson, Jack Farrell, and C. I. Hildreth of Bakersfield were among those stranded in Los Angeles for three days. Vern Owens of Banning was isolated in his town for three days without gas or power, but there was no damage to equipment.

Other coinmen visiting the city during the past month (generally on dryer days) included Richard Groetchen of Groetchen Tool Co., Chicago; Thomas B. Schwab, operator in Lone Pine and Bishop, Calif.; Karl Schott of Yuma, Ariz.; C. J. Berkameyer, San Luis Obispo; Paul Miller, Bally's West Coast representative, highly enthusiastic about Bally Reserve; William Cluff and Isaac Romley of Phoenix; A. J. Smith, El Centro; Guy R. Conrad, Visalia.

Mills-Viking Co. reports a practice that some operators might be able to use to advantage. Henry Kalsbeek, a new operator, is using his Dutch ancestry and knowledge of the language to make location coverts of some of his fellow-countrymen around town. On the same thought, some products not heretofore considered will prove vendable with a knowledge of certain racial traits and tastes.

New operators entering the vending machine field include C. H. Pease, a retired Eastern manufacturer; Carl Kampes, an employee of the Biltmore Hotel; Samuel Long of Hollywood, and another chap who bought 30 vendors and thought of an improved money pan even before he began to operate, and put it into effect. The jobber and the factory were both disgusted that they didn't think of it first!

"There's gold on Washington Boulevard." That thought prompted Herb McClellan to move over on the row following the closing of the Los Angeles branch of Pacific Mfg. Co. after five years in business at the old stand. Under the name of the Herb McClellan Co., he expects to represent and handle the lines of all manufacturers, and he invites all his old friends and business associates to visit him in his new place. He also reports the sale of the "whole works" of Pacific's Gum Merchant to Paramount Vending of Chicago, who will manufacture and sell the machine. I. M. McCarthy, head of the Gum Merchant, went with the deal and is with Paramount. McClellan will represent Paramount in Southern California.

George Boyd has been added to the Paul A. Laymon staff as service man, and Paul reports a very busy month. Rock-Ola phonographs have found their way to his showroom floor, and he's justly proud of the display.

The need for leaving their West Los Angeles home because of high water, and moving to the Hollywood Knickerbocker Hotel meant that Jean and Mrs. Minthorne were a little closer to their office, and as a result, or maybe just because Seeburgs are popular, the E. T. Mape Music Co.'s local office gave a good account of itself during the past month.

Things enjoyed during the past month: Meeting Lou Meyers and Dave Gensburg of Genco; talking with Larry Hagler and Phil Eisendrath, president and secretary, respectively, of the W.V.M.O.A.; getting an idea from Will P. Canaan for a future story for the REVIEW; talking it over with Lou Feldman, and a lot of others; one of Bill Nathanson's—believe it or not—cigars! It was a good one, too! ●

* * *

A brain is only as strong as its weakest think.

* * *

Then there's the girl who brags that she knows a man so strong that he can read "Esquire" with one hand.

It Looks **Good!**

Chicago Coin's 5-Ball

SNAPPY

$74.50

●

The Old Reliable — Buckley's

CENT-A-PAX

●

Now at

HERB McCLELLAN COMPANY

JOBBERS - DISTRIBUTORS
OF ALL AMUSEMENT MACHINES

1354 W. Washington Los Angeles

Legal Everywhere

SKILL DERBY

by

STONER

—Coin Comments—

By JOHN G. WRIGHT

A bit of real action at the meetings here of late. Some of the boys suggested a sporting page for our magazine.

A. H. Shannon missed the February 17 Music Association meeting. It was the first one, business or social that Shannon has failed to attend.

A recent guest speaker referred to "$40.00 a week spots" in a matter of fact tone of voice.

One operator told another operator that another operator told him that H. H. Cruse wuld be in favor of any plan that would provide Walter Niemackl with an office of his own.

Could it be that Miss Annabel Pearce and Mr. Hazlett are "holding out on the press"?

M. C. Parker of Southern Brewery was easily the most popular one present at the social gathering following the February 3 Music Operators' meeting. Reason: he furnished the Operators with all the beer they could drink. Good old 2x it was and the "all they would drink" was literally true.

Preston "Skippy" Hopper, with a gesture including a room full of music operators happily engaged in drinking beer, eating and talking about everything except work, remarked:—"This is what actually makes an association hold together. Rules and laws can be broken but when you really know a fellow, rub elbows with him like tonight, you don't need a bunch of laws to make you treat him like you want to be treated."

Harold Daily said he didn't have a formal showing of his new machines because he couldn't keep one on hand long enough to display it. A good enough reason, we'd say.

We've been "sorta wondering" why three old timers, J. W. Williams, Skipper Hopper, and Sam Avo, as well as two new members, Homer Norris and Eugene Milburn are not subscribers to our magazine. ●

Lone Star Moves

HOUSTON (RC)—Lone Star Music Co. one of this city's big-time operating firms has moved to new quarters out on McKinney Avenue. The new location, according to manager Lester Hearn is larger and more centrally located than the old place on Hamilton Street. ●

Drollinger-Warneke

interests merged.

DALLAS. (RC)—Harry I. Drollinger has announced a consolidation of Dick Warneke's interests in San Antonio, and the Automatic Sound System in Texas, with Drollinger operating companies in Dallas. When completed the merger will establish one of the largest operating concerns in the Southwest, and will handle A.M.I. products.

Included among the officers and directors are Drollinger, Warneke, G. H. Backtel and George W. Wrenn. ●

—Coin Clinks—

By JOHN G. WRIGHT

Young Drollinger, home from college for the week end, pondering a weighty problem. Should he haul off and pay his fare; or do some extra spending and depend upon a classy uniform and the old thumb to get back to school?

Bet those Rambling Cowboys and the Nite Owls, as they listened to Abner Sage sing, at the Seeburg unveiling, got a lot of comfort remembering that Sage already had a good job.

Two really modest gentlemen are the two Eds, Furlow and Sterns. Imagine any man not wanting to "have his picture took"!

H. T. Roberts, addressing over 200 music operators, made this remark: "We smile at those old gags about a postman enjoying a walk, the sailor taking a piece of rope ashore and a cowboy observing a day of rest by performing at a rodeo; yet we attend a party and listen to music for sixteen hours—and like it."

Operator and Mrs. T. A. Daniel from Paris, Texas having a great time in the City. ●

Rock-Ola Showing

attracts South Texas throng.

HOUSTON (RC)—Music operators of Houston and South Texas were guests of Stelle & Horton, local Rock-Ola distributors, February 8, for first showing of the new Rock-Ola phonographs. Fisher Brown from Dallas, Southwestern distributor, was on hand to assist H. H. Horton, manager of the local firm.

Refreshments were served all day and far into the night. One of the new Monarch 20 phonographs was prominently displayed, and was favorably commented upon by scores of operators. According to Horton, a surprisingly large number of orders were taken during the day.

Galveston appeared to have been best represented. Some of the visitors from that city were:—Eddie Burns, and Joe Maguani of Gabriel Music Co.; Archie Warren of Galveston Novelty Co.; Bob Cowey; and Mr. and Mrs. J. G. Robinson. Beaumont, Port Arthur, El Campo, La Marque, Orange, Katy, High Banks, and other Southern Texas towns were also represented, as well as San Antonio and Dallas. ●

Wrenn-Hoke

wedding celebrated.

DALLAS (RC)—George W. Wrenn of Wrenn Sales Co. and his secretary, Miss Lyda Hoke, were married in Temple, Texas, Sunday, January 16. Following the wedding they were honored with a dinner and reception by Mr. and Mrs. Fred Bardin of Temple. The young couple returned to Dallas and on January 18 were given a party by Mr. and Mrs. Mike Ackman, with a host of friends present at the affair.

Again, on January 31, Mr. and Mrs. Wrenn were honored, this time at the country home of Harry I. Drollinger, Wrenn's business partner. Host and hostess Drollinger and a group of friends, including the following well-known folks, attended the reception: Messrs. and Mmes. Jesse Martin, Moore, Judge King Williamson, Wade William, John Backman, Mike Ackman, Bill Archer, Miss Price, M. F. Stewart, Frank Hoke. ●

Music Leads

WACO, Tex. (RC)—With music leading the operating industry and scales and vending machines doing well, this city of 60,000 people, located in the heart of Texas' famous farming section, has a goodly share of old-line coinmen. Among them are B. H. Ehulich of Central Texas Novelty Co., E. G. Shelby, Lee Clifton, Charlie Trice, W. F. Boyles, D. Walker and I. O. Scott. ●

IF BALLY... makes it
SPORT PAGE BALLY ROCKET BALLY RESERVE
BALLY BASKETS MAGIC BALL
Paul A. Laymon
LAYMON sells it
DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES
1503 W. Pico St. DR. 3209 Los Angeles

News from the Heart of America

KANSAS CITY. (RC) — Now that the deep February snows have covered most of the Missouri Valley, operators with rural locations, while waiting for the highways to be cleared, are optimistically making the rounds of Kansas City showrooms with an eye to new equipment. The snow means to them that there will be sufficient winter moisture and enough money in rural pockets to make the fast increasing number of out-state locations profitable this spring.

Biggest news of the month appears to be Johnnie Johns' move from Kansas to Missouri and promotion from manager to owner. For many years Johnnie has been manager of the Cigarette Service Company, Kansas City, Kansas, and one of the most widely known operators in this section of the country.

He announces that his new company, the A-One Cigarette Vending Co., of which he is sole owner and operator, has taken over the Missouri branch of the Cigarette Service Co. All of his operations are now confined to the Missouri territory, he said, and his address is Kansas City, Missouri.

When last seen, early in February, Johnnie was packing his trunks for a trip southward. Points he expected to touch along his route were Brownsville and El Paso, Texas, as well as old Mexico.

He said he was charging the expense of this trip against his health budget in that a lingering cold, which he contracted, earlier in the winter, has refused to be ousted. It is Johnnie's belief that he can leave this cold somewhere along the Mexican Border.

John Corse, Wellington, Missouri, operator, reports that the February issue of the COIN MACHINE REVIEW proved a life saver to him. He said that for several months he has been looking for certain equipment at a price he believed adequate. His quest ended, he says, in an advertisement in the February REVIEW where he found just what he wanted and priced so low that he bought twice the amount he had anticipated purchasing.

Charlie McCarthy, the newest idol of the airways, is also becoming the idol of local operators who include punch boards in their line. One operator reports that two-thirds of his time during 1938 has been spent taking care of a route of these deals which give a replica of Charlie to the customer who punches the lucky number from the board.

Advice to other operators, who are considering "Charlie" as an addition to their line, is the securing of first-class "Charlies." Operators report that even though a more costly premium calls for either less profit or a larger board, the better grade of "Charlies" have it all over their cheaper brothers when the "take" is counted.

Also popular along the mid-western front is the securing of new locations that will provide profitable returns from operation of group nut, novelties and confection, bulk merchandisers. Particularly noted along this line are units on stands in locations such as public garages and transfer points where patrons are forced to wait for cars.

It is encouraging to note that the eye appeal of these machines has been greatly increased during the past year. Most good locations here, now have new, clean, modern appearing equipment that is not only proving a boon to these particular locations but to bulk vending throughout this area.

Ivan Nelson, popular Kansas operator of bulk vendors, says that his machines are now being accorded a warmer reception than at any time since he began operating about a year ago. This is noticeable, he said, both in the securing of new locations and receipts for old locations.

Undoubtedly ears are burning at the Colonial Sales and Novelty Co. if there is anything to the old adage that "Your ears burn when people talk about you." A. E. Sandhaus, owner and manager of this company, doubtless blushes with pride as the praises of local operators on his new, made in Kansas City, "Sel-Mor" bulk vendors reaches him. And he is not the only person prideful about these machines for, as civic minded operators point out, they are a Heart of America product.

And these same civic minded operators are not slow to tell you that there are other first rate machines now coming out of Kansas City factories. Topping the list is Carl Hoelzel's Skill Ball. Carl reports that this machine, which is now being widely promoted nationally, is living up to everything that was expected of it. Only by working overtime is the factory able to keep production up with sales, he said.

And to prove the fact, Carl points to the two new employees United Amusement Co. has been forced to add to their staff, not to mention the additional employees necessary in the factory. One of these new United additions is Lee Wheat, well known shop man in this vicinity, the other an extra stenographer.

Also evident at United's showroom is the fact that Carl did quite a lot of buying while at the Show. In fact so much new equipment has been stacked in these massive quarters that one wonders if Carl is not staging a one man show to bring back prosperity, himself.

"Music has come into its own" is the concensus of opinion of music operators in this sector. According to T. C. Crummett of Central Distributing Co., music is booming and showing a great season. He says that smutty records are practically non-existent and that all music operators have benefited as a result. Especially he commends industry-minded units such as the COIN MACHINE REVIEW, which carried the strong and successful fight against these records.

He stated further that Central, as well as other major music operators in this vicinity, have learned that music pays best when carefully chosen programs of nationally known orchestras' dance music are used. In a few programs

— *Turn Page* —

YOU WIN . . . *When Someone Loses*

Territory closes with new Pace King Pins in transit. Operator loses deposit—Offering these Brand New King Pins—5c play, check-separator $310.00 each. Wire immediately.

KEYSTONE NOVELTY & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Wurlitzer
SKEE-BALL

continues as the outstanding amusement machine of today. It is profitable and legal.
We are now the exclusive distributor of SKEE-BALL in California.
See us for prices and special deals on genuine Wurlitzer SKEE-BALL, any model, new or used; also for established, paying routes. We also handle Wurlitzer, Seeburg, and Rock-Ola phonographs.

MILTON H. LANGE
Amusement Company
418-20 South Glendale Avenue
Glendale, California
Phone: OMaha 34091

hill-billy numbers are included.

Rumor has been coming into Kansas City, in the past two days, to the effect that certain neighboring districts are soon to allow operation of payout machines now under ban. The latest of these comes from St. Joseph, Missouri, and was received at this writing. It intimates that an injunction is soon to be granted which will allow operation of future play, mint dispensing, token payout, slot machines. No confirmation of this report has been received as yet, however.

An addition to United's new building will be made just as soon as weather permits, Carl Hoelzel annouces. The industry's trend to larger equipment, greatly varied lines, necessity of keeping more stock for immediate delivery and United's increased operations and manufacturing have made this addition necessary.

So, the picture of Missouri Valley coin machine operation taken as a whole, is that an exceptionally good spring business is anticipated with dealers and distributors filling stock to meet this expected strong demand for new equipment.

Oregon News Notes

By DAN C. FREEMAN

By new ordinance this month, Portland will re-regulate the licensing of merchandise vending machines. More than 2,000 machines are affected. According to ruling of the city attorney's office, certain types of punchboards are legal, including the question and answer board and checker board, and merchants have petitioned to have the boards licensed. An ordinance to that effect is on the calendar and will be considered next month by the city commission.

Dan Rohrer, an experienced operator from Crescent City, California, has been visiting around jobber showrooms.

Jay Long of Corvallis paid a similar visit recently to look over new devices, as did Doc Shaw, well known operator in the Walla Walla country and Herman Levin of the Premier Amusement Co. of Boise, Idaho. Games are doing well in his section, Levin reports.

Graff Wolff of the Hamilton Mfg. Co., Minneapolis, accompanied by his Seattle representative, George Grim, breezed through the territory recently.

Miss Helen Wallace, the dependable, efficient and industrious office manager of Western Distributors and assistant to Budge Wright, who puts in a boost for the COIN MACHINE REVIEW now and then, is busy selling and keeping operators sold on Western Distributors' machines.

Ed Stout has surrendered the Portland agency of the Mountain States Novelty Co., and on March 1 took over management of the merchandising department of the Jack R. Moore organization which has just been reorganized. Stout will promote the Northwestern line and some 35 lines of vending merchandise.

Moore has gone amateur photographer and he is entertaining friends with a series of shots at the Chicago show—that is when he settles down for long enough. He's on the wing so much of the time, literally, that his office force feels an introduction will be necessary after his absences. After the Chicago show Moore went to San Francisco, then to Los Angeles, next to Seattle, and after poking his head in the Portland door he went on to Butte to look over the Montana field.

Thirty-eight years ago the Willamette Valley got its first venders, Kellys, operated with a coin and a pull lever. The right sort of hand paid off a stick of gum. Henry Hall, jobber of supplies for vending machines and an old-time ace candy salesman, took them on, and at $35 each nearly 2,000 of them were sold between Portland and Grant's Pass.

Above photo shows an interesting gathering of players in a popular Los Angeles spot enjoying Daval's Bumper Bowling. The same enthusiastic reception is being given the game through southern California.

Rifle Range

features real shooting.

DAYTON, Ohio—Following an enthusiastic reception at the Chicago Show, the new automatic, real rifle-shooting machine called Es-Ki-Mo and produced by Gem City Machines, Inc., a new firm here but composed of men who have had extensive experience in the industry, is being shipped to all parts of the country in fulfillment of demands for a new, legal amusement device with a tested, universal appeal, according to C. P. Gilkinson, president and general manager.

Only 6½ feet long, light in weight, and with all working parts easily accessible, Es-Ki-Mo offers players real rifle shooting at moving targets with a specially designed rifle, a special type of real ammunition for which Gem City has contracted exclusively, and other features guaranteeing perfect safety.

Operating automatically and requiring no attendant, the deposit of a coin vends three cartridges and starts the moving target. Player loads the rifle and fires at bears making their appearance in openings between rocks and ice of a colorful Artic setting. Scoring, recorded by lights flashing on a panel at top of machines, is based on where the hits are made. It is impossible for a bullet to leave the machine because of the design of the armored tunnel, and since the rifle is chained it cannot be pointed anywhere but at the targets. Empty shells are ejected from the gun into the machine and find their way to a trap from which they can be removed easily at intervals.

IF GENCO... makes it
RECORDER RUNNING WILD JR.
MAGIC ROLL SKI-HI
Paul A. Laymon
LAYMON sells it
DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES
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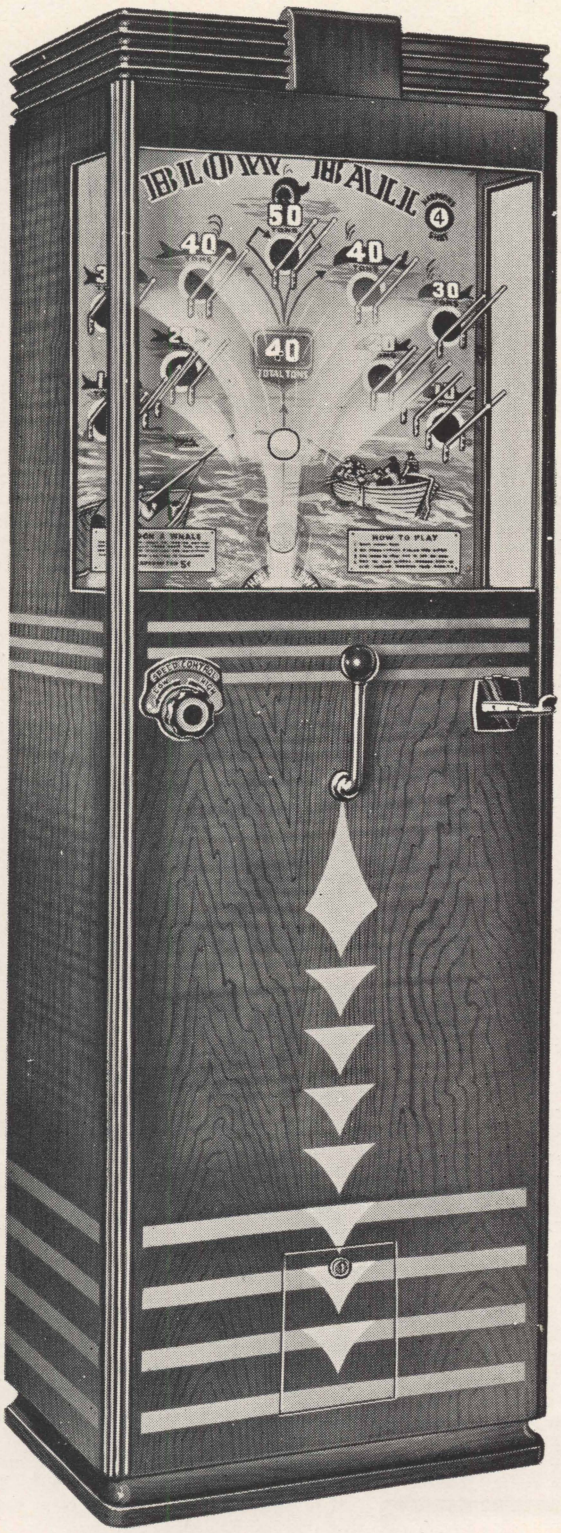

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EXCLUSIVE FACTORY REPRESENTATIVES FOR

KIRK'S

BLOW BALL

In the Following States:

NORTHERN CALIFORNIA
COLORADO IDAHO OREGON
MONTANA UTAH WYOMING
WASHINGTON

OPERATORS! JOBBERS! DISTRIBUTORS!
WE'RE MAKING DELIVERIES

Now!

PLACE YOUR ORDER

Today!

$197.50 F.O.B. Chicago Tax Paid

REMEMBER THIS! BLOW BALL is a Permanent Investment! From time to time replacement boards will be made available at low cost. These will enable you to change the appeal and maintain BLOW BALL AS A YEAR ROUND PROFIT-MAKER!

•

THE LOU WOLCHER CO.

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1021 Golden Gate Ave., San Francisco, Calif.
1226 S. W. 16th Ave., Portland, Ore.
63 W. Second Ave., South, Salt Lake City, Utah

Quick Looks

By D. H. PETSCH

Ordinarily we're a modest lot, but when we heard that the mere printing of Al Gionotti's name in our last issue had drawn the operator to San Francisco every other day, we had to go off the standard just once. Everybody's happy—the jobbers, the REVIEW, and especially Al, who is building up one of the finest routes on the Peninsula. . . .

Wynne Denton and her husband, Mr. Harris, have entered the operating field in Sacramento. Mrs. Harris formerly owned the Wynne Novelty Co. in San Francisco and Los Angeles and her husband had been associated with Harry Brown in Sacramento. . . .

Lou Williams has been taken into the fold of the Melton Vending Co. as an outside operator. He thinks it's "nice work if you can get it." . . .

Bill Corcoran has the wanderlust badly this time of year. He returned to his San Francisco office for two weeks after his trip to the Show and the East in general. Now he's off on a three weeks' trip again to Chicago, Washington, and the Northwest. The President phoned him to stop in and talk over a little business deal concerning the installation of Wurlitzer phonographs in the Senate chambers, so Bill took the next train East. . . .

West Coast Automatic Candy Co.'s manager, Harry L. Cohen, has deserted his San Francisco for over a month. Death occurred in his family just as he was ready to leave for the Bay District the last of February, and on his second attempt to return home he was called to Arizona to meet the Eastern president of his company. . . .

William Runcie, Stockton operator, visited San Francisco the first of the month and bought some new pay tables and Charlie McCarthy punchboards. "What do you mean, 'How's business up there?' It's always been swell," he replied in response to questioning. . . .

Ed Pfeiffer of Sonoma County visited San Francisco the first of the month and gave a fine account of business in his territory. He's definitely sold on vending machines and a real joy to the jobber. He never complains if a machine gets out of order. He figures out the answer for himself and buys some more. . . .

Asher Pizante has been named the junk-man of the coin machine industry. He has some scheme that falls for collecting old phonograph records, and he has gathered thousands of them in the last month. It took four men to carry out the load he bought at Action Sales, and then when success was almost theirs, the bottom of the box dropped out. Two jobbers fainted last week when he walked in and offered them cigars. . . .

Babe DiLillio has lost twenty pounds since his marriage three months ago. Some think it's his wife's cooking, while others say he's the conscientious type who worries over business. At any rate, discreetly, no one asks questions. . . .

Harry Gasberg of Fresno visited San Francisco this month to order games and phonographs. He thinks the Valley territory is taking on signs of spring, and he can't get enough phonographs for his locations. . . .

R. Henderson of Santa Rosa hitched up the old team and came to town, too, to look over the game and music situation. Evidently both passed his critical inspection, for he left a neat little order in both fields. . . .

To be marooned in a mountain cabin for two weeks is Frank Marty's idea of fun. He recently purchased a cabin in the Santa Cruz mountains and he headed there just before the torrents washed out all roads. Packhorse attempts to rescue him failed, and Frank, Jr., an aviation addict, conceived the idea of flying over the cabinsite in a plane to drop notes telling the stranded man to spread out a white blanket if he wanted to be rescued. For twelve days they flew over, dropping food, without seeing the blanket. On the thirteenth day it was there, and packhorses managed to get through. A smiling Frank greeted the rescue party. "Swell venison steaks in there, fellows," he commented, motioning toward the kitchen. And then, when he got back to civilization, he stayed just three days before he headed back to his retreat. Of course it is wonderful deer country, and Frank is a hunter from 'way back, and a man has to keep himself alive. . . .

The day after Mrs. Felice Church arrived in San Francisco from her month's vacation in the East, her mother, Mrs. Frank Donnelly, passed away. The COIN MACHINE REVIEW joins friends in extending sympathy. ●

Ziff's Business

supplies interest.

SAN FRANCISCO. (RC)—Semiphore, the monthly rebuilt bumper game manufactured by Action Sales Co., is now on the market with demand growing higher all the time. In this game, when the ball hits the seven bumpers all become dead; another ball played accurately connects the bumper contact again. Orders for last month's Clocker game have continued in such numbers that the manufacturers are extending their limit to meet the demand.

Otto Kurzell came down to look at some games recently at Action Sales, and Owner Joe Ziff went out to the sidewalk to oversee the unloading of some phonographs. When he turned around Kurzell's friend, Clarkie, who had come along, had vanished into thin air. Ziff would still like to know the secret of the escape. When he's not operating his coin machines Otto builds model trains. Supposedly they're Bobby's, his son, but you'd never know it; at present he's erecting a mountain and a lake opposite a telephone company just to confuse the kid.

The platinum blonde of the coin machine business is now Miss Maxine Maxwell who became the new secretary at the Ziff firm this month.

Chocolate Drop, Ziff's fighting wildcat, has been dropped from the lineup by the boxing commission because of illness. Young Derrick, Joe's second man, has fought four times in the past two months and won all bouts. Joe is thinking of going out as Derrick's sparring partner for a few rounds, just to keep in trim. ●

* * *

The world's greatest optimist is the old maid who pulls down a folding bed and then looks under it.

IF DAVAL... makes it
Bumper Bowling Bell Slide Counter Games
Real Money Makers
Paul A. Laymon
LAYMON sells it
DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES
1503 W. Pico St. DR. 3209 Los Angeles

Bally Games

based on divergent principles.

CHICAGO.—Bally Mfg. Co. is currently featuring two games, Bally Reserve and Bally's Racer, whose popularity is based on entirely different player appeals.

Bally Reserve, a 5-ball bumper novelty game, utilizes the "bank-night" principle so effective in motion picture theatres and offers an "all-or-nothing" award feature which at times is said to keep a player at the game for hours. The minimum award of $1 keeps increasing, while every game comes very close to being a winner. The machine eliminates the use of an award card, features a locked award vault, requires very little time for checking, and leaves the operator's profit intact.

Bally's Racer, on the other hand, is a game for which it is absolutely impossible to devise an award system, and which, consequently, is perfectly legal anywhere. Designed for competitive play only, the breath-taking suspense, fast action, and thrills of a race game are said to be present. Since nothing is deducted for awards, the total collection is profit.

Bally's Racer incorporates a novel play idea. When the coin is deposited, a flashy red-and-blue spinner "decides" which player gets the ball first; thereafter, the balls are automatically delivered to each player in turn, first to the red player, then to the blue player. As each player receives the ball, he flips it into scoring pockets by snapping a new style easy grip skillever, thus advancing the race-light toward the finish line. Certain sections of the race-light track are marked "Danger Zone", and when one player is in the "Danger Zone" he may be pushed back to the starting position if the opponent lands a ball in the 1000 pocket. This "Danger Zone" feature has proved to be an exceptionally exciting thrill feature. ●

Steppin' Sam is the name of the new snappy toy Cy Glickman, popular Philadelphia operator, is demonstrating in this picture. Cy blocked traffic at the Chicago show with his clever Steppin' Sam performances.

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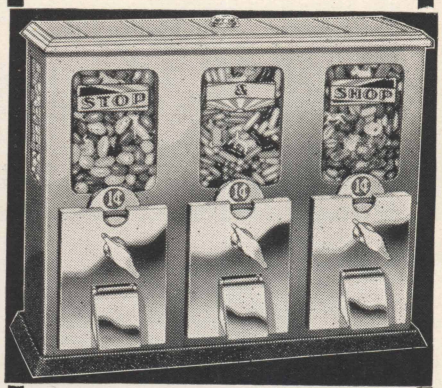

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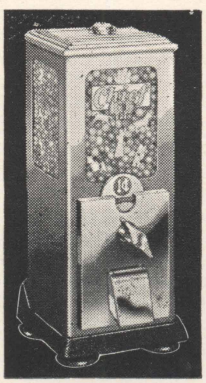

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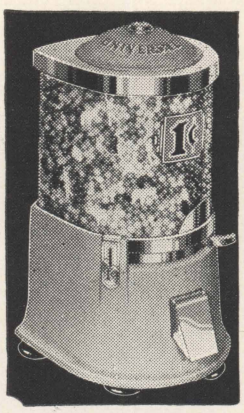

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Phonographs New Rhythm King and Windsor
Paul A. Laymon
LAYMON sells it
DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES
1503 W. Pico St. DR. 3209 Los Angeles

Blow Ball

operates on unique principles.

CHICAGO.—Blow Ball, the new game introduced by C. R. Kirk & Co., enjoys the distinction of being the first amusement device on the market to work on the principle of compressed air.

The machine is in the form of an upright cabinet, having a high pressure blower fan connected to a movable handle. When the coin is inserted the motor starts blowing a current of air through a nozzle, and simultaneously a ping-pong ball is dropped over this current of air. The object and skill feature of the game is to manipulate the direction and the force of the air in such a manner as to keep the ball suspended in mid-air and play it into various numbered pockets for a high score. The player has control of the ball during the entire game, and playing it provides all the thrills of juggling.

The history of the coin machine business reveals that every period of profitable activity has been built around some new type of machine, and the manufacturers of Blow Ball believe that this new game will create renewed activity in their business.

Six of the country's leading machine distributors, each operating in a different section of the country, have contracted to market Blow Ball. Taken together, they constitute one of the most complete distribution set-ups ever used to market a coin machine. In the coast states distribution will be handled by The Lou Wolcher Co.

Charles S. Castle was recently appointed advertising manager for C. R. Kirk & Co. ●

Double Track

called "nickel magnate."

CHICAGO.—Double Track, the latest coin machine put into the field by Genco, Inc., is proving a real "nickel magnate," according to Meyer Gensburg, Genco official.

This novelty game is built so that two persons may play it at the same time, thus affording double action and double appeal. Two persons playing at the same time creates a keen rivalry which results in double enjoyment to the players and double interest to the spectators.

One of the exclusive features of Double Track is the realistic third dimensional backboard with its horses racing down the track. Another feature of this new Genco game is the fact that autos may be substituted for horses, these being easily interchangeable on location by the operator.

Double Track is described as a game which requires genuine skill, and for that skill gives genuine amusement, five balls worth on each board, and double thrills and excitement from start to finish. ●

Vogel's Mother Dies

COLUMBUS, O. (RC) — Mrs. Amelia Engler Vogel, who would have been 80 years old on Easter Sunday, dropped dead on her way to church here recently. Mrs. Vogel is the mother of Frank H. Vogel, president of the Columbus Vending Company, and, curiously enough, was on her way to church to celebrate the mass of her son's wife, Mrs. Frank Vogel, who died just a year ago after a fall in the bathroom in which she struck her head on the edge of the bathtub. ●

* * *

He: Do you believe that old fashioned kisses are the best?

She: No. Do your worst.

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We also carry a full line of everything that has a slot. Ask about our budget plan.
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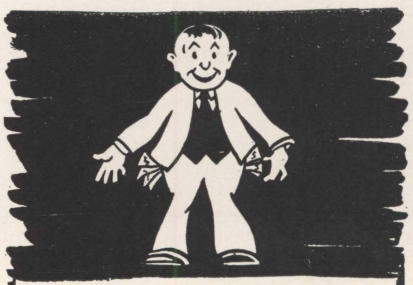

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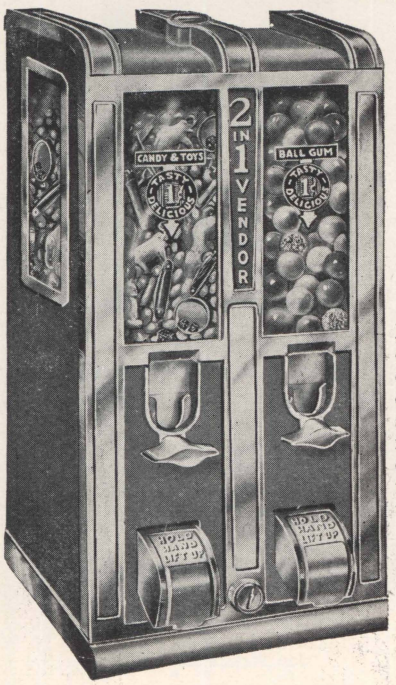

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Automatic Music

Dallas Party

greets new Seeburg models.

DALLAS. (RC)—On Saturday, February 5, in the Crystal Ballroom of the Baker Hotel in Dallas, Texas, Electro Ball Co. presented to Southwest music operators the new model Seeburg Phonographs. Operators from Texas, Louisiana, Oklahoma, Arkansas, and Mississippi were guests of Electro Ball and enjoyed an elaborate program beginning with luncheon at one o'clock, followed by unveiling the new machine, cocktail hour at seven, and a dinner and dance from eight until past midnight.

The luncheon program was opened with selected musical numbers by two well-known recording orchestras. A. C. Hughes, manager of Electro Ball and master of ceremonies, extended greetings and best wishes from his company to the visiting operators, then introduced Hon. George Sprague, mayor of the City of Dallas. Mayor Sprague heartily welcomed the operators to his city, and made a very fine three minute address that went straight to the heart of the listeners. He reminded them that they were engaged in a highly respectable business, almost an art, and complimented them upon the clean wholesome type of music they give the public.

N. Marshall Seeburg was introduced and spoke a few words of greeting. Mr. Seeburg arrived by plane only a short time before the opening ceremonies. H. T. Roberts, designer of the new model Seeburgs was also introduced. When Roberts remarked "Well, folks, the long anticipated moment has arrived. In just a few seconds you shall see them," the applause was deafening. The new models, beginning with the Gem, were displayed separately. Roberts explained each model in detail as it was shown.

Later, to show what had been done in reproduction, a tune after being played on one of the machines, would be repeated by the orchestra that had recorded it. The result was usually more pleasing on the machine, due to the fact, as Roberts explained it, that an orchestra sometimes played a number as many as twenty times before it was handled just right for recording.

Cocktail hour, dinner and dance were attended by more than twice the number present at lunch. A special feature was the most excellent performance of Abner A. Sage, of Electro Ball Co. who entertained with three vocal numbers. Judging from the applause as he retired, a half dozen more would have been welcomed.

After dancing until past midnight the guests departed for different cities of the southwest, well pleased with the reception, the new models and the world in general. ●

COLUMBIA
Gem of Them All!

Union Adds

L. A. musicmen.

LOS ANGELES.—Operating under the charter of the Fresno Local, American Federation of Labor, 55 Los Angeles music operators affiliated with the union, according to Jack Breier, named temporary chairman at the preliminary meeting held February 18, and a whole sheaf of temporary applications is on file to be acted upon at the second meeting, scheduled to be held about the time this issue of the REVIEW goes to press.

Though it was necessary to build the local organization through application for membership in the Fresno body, first such union in the United States, it is understood that as soon as the district is organized the A. F. of L. will grant a charter here. The aim is to secure 100 per cent membership of music operators in and about Los Angeles, and present indications seem to be that it will be accomplished, according to leaders in the movement. Ultimately, because of a certain amount of duplication of effort and activity, it is believed the union will supplant the association, which still functions with about 60 members.

Advantages of the union seem to be more or less apparent, according to Breier. Combined support of all organized labor should mean much to music operation, and affiliation with a recognized organization of such strength as the A. F. of L. will give added prestige and stability to the operating business. Correction of evils now existing and the increasing of revenues are two other aims which will receive attention of the operators as the local affiliate begins to function.

Other temporary officers named, in addition to Breier, include: Will Rogers, financial and corresponding secretary; Frank Robinson, sergeant-at-arms; George Murdock, Vic Sanders and Jack Gutshall, board of trustees. Rule committee members include Frank Navarro, Harry Winslow, Milton H. Lange, William Nathanson, Mr. Smith; membership committee includes Lange, Nathanson, Mrs. Theodore Conradi, John Ellis and Frank Bellman. Election of permanent officers will take place at the third meeting of the body. ●

Griffin to American

NEW YORK CITY.—J. W. Griffin, former eastern district manager for RCA-Victor, has been named general sales supervisor for all sales departments of the American Record Corp. Co-ordinating efforts of all sales departments, Griffin's work will not affect the activities of the present sales executives. ●

* * *

The fellow who had joined the nudist club was telling about the first meeting. "They were all absolutely nude," he said, "even the butler who let me in." Asked how he knew it was the butler, the fellow snapped, "Dammit, I knew it wasn't the maid!"

San Francisco Music Operators' Association

Celebrating its first birthday, the San Francisco Music Operators' Association held a dinner dance at the Club Deauville, March 7, attended by members, guests and officers of the Oakland Association. In all there were 250 present. Greeting the group, President Anthony Compagno said, "Members of the San Francisco Association are proud that they are members. They feel that without an association there would be about half the amount of business. With the Association they are buying new routes and enlarging their old ones. It's confidence like that we want to foster in our Association." He then spoke of how during the last two or three months the San Francisco organization had expanded its territory beyond Eureka to the Oregon line, and south to San Luis Obispo so that the whole northern coast of California is theirs. Chiseling, he added, is a thing of the past among members.

A vote of confidence was given President Compagno, congratulating him on the aggressive but diplomatic policy which he has followed in handling all grievances to date.

Following the meeting the party adjourned to the third floor where it was entertained with a private floor show featuring the Deauville specialty dancers who rivalled those appearing at the Chicago show. Later dancing was enjoyed by those present.

Credit for the evening's splendid program goes to Beryle Epstein, chairman of the committee, and to Lynn Jones and Joseph Baker who handled the entire arrangements. ●

Houston Ops

get Seeburg showing.

HOUSTON (RC)—Following the premiere display in Dallas, Houston and South Texas music operators were guests of the local branch of Electro Ball Co. during February when all models of the new Seeburg machines were on display. A buffet lunch was served between 10 a.m. and 2 p.m. and Manager Hans Von Reydt reported a large number of orders and a gratifying reception of the new machine by operators from Galveston, Beaumont, Port Arthur, Dickinson, El Campo and many other towns in this area.

Houston folks who attended the initial showing at the Baker Hotel in Dallas included: Von Reydt and E. C. Lear of Electro Ball's local office, Operator J. R. Hazlett, Miss Annabel Pearce of Lone Star Music Co., and W. A. Niemackl and J. G. Wright, executive secretary and publicity agent, respectively, for Music Operators' Association, Inc. ●

BRUNSWICK
Every Artist an ARTIST!

Oldies

In this department each month we re-review recordings of a few months and years ago. These records are selected because we believe they will make money today for operators.

VICTOR

"FATS" WALLER (O) 24648, 25266
A PORTER'S LOVE SONG TO A CHAMBERMAID (FT)
DO ME A FAVOR (FT)
THE PANIC IS ON (FT)
SUGAR ROSE (FT)

Four of "Fats" more spirited numbers. We've selected these because of their certain appeal today. "Fats" does the vocals on all four with plenty of vocal byplay of the kind that sells the numbers to your customers. Very good.

CAB CALLOWAY (O) 24511, 24557
THERE'S A CABIN IN THE COTTON (FT)
THE SCAT SONG (FT)
ZAZ ZUH ZAZ (FT)
I LEARNED ABOUT LOVE FROM HER (FT)

With no Calloway recordings available on today's release lists operators will find it profitable to use these two oldies recorded a few years back. Calloway has his own original way of selling his wares and these discs are tops as evidence of his unusual arrangements.

BENNY GOODMAN (O) 25009, 25245
HUNKADOLA (FT)
THE DIXIELAND BAND (FT)
IT'S BEEN SO LONG (FT)
GOODY-GOODY (FT)

First is straight instrumental and Helen Ward sings on the next three. Made before swing got the Goodman Band in tow these are swell numbers. Should click nicely almost anywhere.

RAY NOBLE (O) 24149
IN THE BUSHES AT THE BOTTOM OF THE GARDEN (FT)
THERE'S A RING AROUND THE MOON (FT)

"A" side offers a cute novelty in broad English. Lots of things happen in the bushes at the bottom of the garden and Noble's noble men succeed in giving the events due publicity. Vocals throughout. Second side is a conventional foxtrot. Very good.

AMBROSE (O) 24258
LET'S ALL SING LIKE THE BIRDIES SING (Waltz)
I DON'T WANT TO GO TO BED (FT)

Ben Bernie put this number into the public's mind as the No. 1 favorite a few years back and Ambrose made this recording to perpetuate the number. A well done novelty with a wealth of variety on the vocal side springing into action. Second side is another top novelty that gets excellent treatment from this celebrated English combo.

WALTER O'KEEFE (V) 24416
THE TATTOOED LADY (Parts 1 & 2)

The Broadway Hillbilly really wanted the world to get this product of his fertile mind. Two record companies recorded it and Victor seems to have just about the same rendition as the other. But aside from that it is a real novelty worthy of use right now and we feel sure it'll please mightily.

GLEN GRAY (O) 24256
DARDANELLA (FT)
CASA LOMA STOMP (FT)

Two swellegant struttin' tunes by the boys that made sweet dance tempo. This time, however, they sorta get goin' hot and on the second side the "Stomp" comes through hot and torrid.

PAUL WHITEMAN (O) 25086
DODGING A DIVORCEE (FT)
AIN'T MISBEHAVIN' (FT)

First is Reginald Forsythe's immortal foxtrot classic recorded as only the King of Jazz can do. This disc has become a masterpiece among music lovers. Coupling brings a popular ditty of yesteryear to light. Right fine! . . . and most certainly worthy of today's best spots.

EDDIE BUSH (O) 24602
SONG OF THE ISLANDS
MY LITTLE GRASS SHACK IN KEALAKEKUA, HAWAII

Eddie Bush's Biltmore Trio with the lads enjoying ukelele and guitar on the vocals. This disc offers two genuine naturals in novelty Hawaiian numbers. Recommended.

COLUMBIA
Gem of Them All!

RUDY VALLEE (O) 25092
THE PIG GOT UP AND SLOWLY WALKED AWAY (FT)
THE GENTLEMAN OBVIOUSLY DOESN'T BELIEVE (FT)

If the "Sow Song" was a terrific hit on automatic phonos. this disc should equal or beat its best showing. Rudy sings first as a drunk and then with two or three different brogues. Clever comedy number. Coupling is sweeter somewhat and should bring forth a little excitement even now.

DUKE ELLINGTON (FT) 24755
SOLITUDE (Slow FT)
DELTA SERENADE (FT)

Here is Ellington playing two of his own compositions exactly as they were intended to be played. They'll sweep you off your feet. Rich and melodious. Standard tunes if there ever were any. Very good.

COLUMBIA

TED LEWIS (O) 1296
THE SWEETHEART OF SIGMA CHI (Waltz)
GOOD NIGHT (Waltz)

Age will never mean anything to this recording. It is the finest record of these two numbers in evidence today. Lewis does incidental singing throughout both numbers. Really great. Should be a consistent money maker wherever placed. Get a quantity and give the disc a chance to show you what it can do.

RUTH ETTING (V) 995
MY MAN
AFTER YOU'VE GONE

Vocal with violin and piano accompaniment. The sweet and mellow voice of Ruth Etting was never better recorded. Numbers are old standbys that will sell today. Very good.

ANDY IONA (Hawaiian) 3030
MY TANE
NA PUA

Andy Iona and his Islanders have become prime favorites with their sweet melodies of the islands. Here is coupled a Samoan Love Song and "Wreaths of the Islands" Hawaiian novelty. In the Hawaiian brackets this one rates top mention.

BENNY GOODMAN (O) 3167, 3168
TEXAS TEA PARTY (FT)
DR. HECKLE AND MR. JIBE (FT)
AIN'T CHA' GLAD? (FT)
I GOTTA RIGHT TO SING THE BLUES (FT)

Here is a quartet of foxtrots recorded in the days when Goodman really had a Good-band. Jack Teagarden was featured on the vocals and trombone on all four. The rest of the featured artists included King Goodman, Dick McDonough, Artie Bernstein, Gene Krupa and Joe Sullivan. Some of these lads are dead and some have their own bands today. Nevertheless here are two discs worthy of your attention. They are darbs with a capital "D" and they'll gather the coin. Excellent.

BRUNSWICK

DICK POWELL (V) 7469
THE ROSE IN HER HAIR
LULU'S BACK IN TOWN

This one only goes back about 600 records in the catalog but it is a disc that still has charm. These two numbers were especially well recorded and the numbers bid fair to becoming saleable ditties today. "Lulu" is probably the best bet of the two. Good.

GLEN GRAY CASA LOMA (O) 6886
LIMEHOUSE BLUES (FT)
DALLAS BLUES (FT)

Talk about hotcha . . . take a taste of this. It's really effervescent. The numbers are more or less standard in the blues bracket. Good . . . and plenty swell for most dance spots.

LEO REISMAN (O) 6715
SMOKE GETS IN YOUR EYES (FT)
THE TOUCH OF YOUR HAND (Waltz)

A grand treatment for a grand pair of numbers. Reisman does capital work on his recording of these two numbers. First is an old standby that time cannot erase. Second, a waltz, has merits that time cannot efface. All in all this is a disc that will make money. It's tops!

* * *

Adam was the only man who could be sure of his wife. Adam was the only man.

* * *

"I rode a sure-footed horse while I was out west."

"How do you know he was sure-footed?"

"Well, I ought to know. He kicked me in the same place three times."

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Best Sellers for February

BLUEBIRD

B-7318—Thanks for the Memory
Mama That Moon Is Here Again
Shep Fields Orchestra
B-7343—Whistle While You Work
With a Smile and a Song
Shep Fields Orchestra
B-7354—I Double Dare You
You're Out of This World
Jerry Blaine Orchestra
B-7407—Heigh Ho
One Song
Jimmy Livingston Orchestra
B-7406—A Little Love Will Go a Long Way
Yes, There Ain't No Moonlight
Freddy Martin Orchestra
B-7396—You Couldn't Be Cuter
Just Let Me Look at You
Freddy Martin Orchestra

BRUNSWICK

8058—War Dance for Wooden Indians
The Penguins
Raymond Scott Quintette
8057—Oh, Dear! What Can the Matter Be?
Jingle (Bingle) Bells
Ella Logan
8065—On the Sentimental Side
My Heart Is Taking Lessons
Jan Garber Orchestra
8066—Home Town
Moonlight on the Sunset Trail
Russ Morgan Orchestra
8064—Love Is Here To Stay
I Was Doing All Right
Ella Logan
8069—It's Wonderful
Always and Always
Mildred Bailey with Red Norvo Orch.

DECCA

1562—Bei Mir Bist Du Schon
Nice Work If You Can Get It
Andrews Sisters
1614—Donkey Serenade
Cielito Lindo
Ted Fio Rito Orchestra
1586—Rock It For Me
Strictly Jive
Chick Webb Orchestra
1649—Moon of Manakoora
This Is My Night to Dream
Bing Crosby
1467—Rosalie
In the Still of the Night
Will Osborne Orchestra
1553—Dipsy Doodle
That's a Plenty
Milt Herth

PERFECT

8-03-51—At the Old Barn Dance
When It's Springtime in the Rockies
Gene Autry
8-03-02—Whistle While You Work
One Song
Joel Shaw Orchestra
8-03-56—Out on the Lone Prairie
Cactus Blossoms
Patsy Montana with the Prairie Ramblers
8-03-52—Chittlin' Cookin' Time in Cheatham County
The Whole Dam Family
Bill Cox & Cliff Hobbs
8-03-03—My Heart Is Taking Lessons
On the Sentimental Side
Bob Causer Orchestra
8-03-58—My Saddle Pals and I
Let's Pretend
Sons of the Pioneers

VICTOR

25735, 6, 7—Snow White and the Seven Dwarfs
Music, songs, dialogue from the Disney picture
4380—The Donkey Serenade
Giannina Mia
Allan Jones
25786—Ti-Pi-Tin
Let's Sail to Dreamland
Guy Lombardo Orchestra
25778—The Old Apple Tree
In the Neighborhood of Heaven
Guy Lombardo Orchestra
25774—Annie Laurie
More Than Ever
Tommy Dorsey Orchestra
25780—Shine On Harvest Moon
Oh Promise Me
Tommy Dorsey Orchestra

VOCALION

3949—I Ain't Got Nobody
Virginia Blues
Hoosier Hot Shots
3654—Loch Lomond
I'm Coming Virginia
Maxine Sullivan with Claude Thornhill Orchestra
3931—Thanks for the Memory
I See Your Face Before Me
Mildred Bailey Orchestra
3920—I Double Dare You
More Than Ever
Isham Jones Orchestra
3936—Wait Till the Sun Shines Nellie
The Curse of an Aching Heart
Frank Novak Orchestra
3913—"Dear Old Girl" Medley
She Was Just a Sailor's Sweetheart
Frank Novak Orchestra

Foreign Scales

would amaze American operators.

ABOARD THE SS EXCALIBAR, Out of GENOA, ITALY. (RC)—The story of coin operated scales dates back a long way in America. My memory recalls the old-time Toledo Jockey scale, and later the small type; then came those with fortunes on dials, followed by the "Give yourself a weigh, free" idea, and the scales with printed tickets and fortunes on the back.

It remained, however, for the British to come out with a talking scale which has yet to invade Western America, which, as a novelty, would make American scale operators sit up and take notice.

Yet, in my wanderings, I have discovered something even farther along. The Italians have combined both the ticket and the talking model into a single scale which I discovered in Genoa. I put 20 c—no, that is not twenty cents in our money but twenty centimos in Italian money, and twenty centimos is a fifth part of a Lira, the "dollar" of the Italians, and a Lira is worth a nickel in good old American money.

Well, anyhow, I put twenty centimos in the coin chute and a voice, heavily dripping with spaghetti and chianti accent told me how much I weighed, and at the same time a ticket dropped into the cup. The voice I understood—in the same manner most coin machine men would understand. The ticket—well, I understood it, too, but I am still wondering just how much 82 kilos are, "ship side"—or would you say "bedside," meaning "stripped for gym"?—and then again, who in heck is Jim?

I spent yesterday in Livorno (Leghorn, to you) and though it is a city of 60,000 inhabitants, and its neighboring city of Pisa—where the tower leaned for me—has 35,000 more people, I failed to see so much as a single coin machine or scale in either community, and all this compared to the hundreds of machines in Naples and Genoa.

And that, again, folks, is my story Take it for what it's worth. Yourn till coin machines are everywhere,

A. M. KEENE.

Distributes Rock-Ola

LOS ANGELES. — Rock-Ola products will be distributed throughout the Western territory under the direction of Tom Blackwell, located at 1016 North Highland Avenue. Blackwell reports he has elaborate plans which include an idea for special service to operators, and which are intended to elevate the distribution of music to its highest plane. ●

PHONOGRAPH OPERATORS
The 1938
Velvetone
2000-PLAY NEEDLE
is now the peer of them all.
IT'S DIFFERENT!
L. E. TURNER
1229 PARK ROW BLDG. NEW YORK CITY

Get in the Money with Music's Big Money-makers

BENNY GOODMAN
Victor 25792—DON'T BE THAT WAY
Victor 25796—SING SING SING

A 10-INCH SPECIAL FOR OPERATORS!

GUY LOMBARDO
Victor 25787—DROP A NICKEL IN THE SLOT

LARRY CLINTON
Victor 25800—A GYPSY TOLD ME

OZZIE NELSON
Bluebird 7430—THE OLD APPLE TREE

RCA His Master's Voice

LEO J. MEYBERG CO.
LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

BRUNSWICK
Every Artist an ARTIST!

OPEN SEASON

—the biggest money maker on four legs!

- **Opens closed territory**
- **All Targets Move**
- **Mechanically Perfect**
- **Lasts a Lifetime**
- **Fool Proof—No Service Cost**
- **Enduring Popularity**
- **100% Legal**

QUALITY CONSTRUCTION—Expert engineering, fool proof simplicity of construction, and the incorporation of the finest material available, topped by exhaustive location and endurance tests, have produced absolutely the finest, most economical, and most profitable straight amusement machine available today.

Ducks, Rabbits, Circle move when in operation. NOT stationary Target.

PUBLIC APPEAL—Possessing every known appeal factor conducive to participation of young and old, and housed in a beautifully finished modern cabinet, this machine has a universal appeal.

PROFITABLE OPERATION—Operators are reporting as high as $38.00 in a single day in pennies. Most of these machines pay for themselves in less than one month.

5 Shots for 1c or 5 Shots for 5c • Specify what you desire
1c play can get $7.00 per hour
2 Players can play at one time, allowing competitive shooting

$169.50 1/3 With Order — Balance C.O.D.

The New Ten Year Winner

A. S. L. SALES COMPANY

133-135 Washington Street Dayton, Ohio
ADams 4602 and RAndolph 7361

Magic Roll

attracts players.

CHICAGO.—Magic Roll, a magnetized bowling alley, is the newest amusement machine to be put into the field by Genco, Inc. Of attractive streamline design and sturdy one-piece construction, Magic Roll is strictly a skill game and is perfectly legal.

Meyer Gensburg, Genco official, in describing the game, stated: "Into Magic Roll has been built an irresistible fascination that creates steady, profitable play. Players line up for their turn to roll the hollow two-inch chrome balls up the noiseless padded alley, to hit the magnetized discs, to see their scores flash on the brilliant light-up scoreboard. This strong skill-appeal creates extra 'practice-makes-perfect' play.

"In addition to progressive scoring," Gensburg continued, "players may also score on the 'tit-tat-toe' principle. Any three lights in a row—whether vertical, diagonal, or horizontal—indicate a winning game. When the ball is caught by the magnetized disc a light on the scoreboard, numbered to correspond with the number of the disc and in the corresponding position of the disc on the alley, flashes and remains lighted until the game is ended." ●

* * *

She: Did you ever hide behind a woman's skirts before?

He: Yes, once. But they were in a closet.

* * *

"What dressing room does the new strip dancer use?"

"None. Just the stage."

Feldman Back

after Eastern trip.

LOS ANGELES. — Recently returned from an extensive Eastern trip during which he visited jobbers from coast to coast, Lew Feldman of Operators Vending Machine Supply Co. reports that conditions in the vending field appear very favorable.

Feldman declares himself "still impressed" with the magnitude of the coin machine show in Chicago and the presentation of hundreds of merchandise and amusement machines, some of which seem destined to start reaping immediate profit for alert operators and distributors. He made special mention of the manner in which the Wurlitzer organization played hosts to all visiting manufacturers, distributors and jobbers and Lew thinks the boys' money must have been counterfeit because Wurlitzer wouldn't let them spend even so much as the proverbial "thin dime."

Back in Los Angeles with renewed pep and vigor, Feldman has made plans for conveying to the operators in the local territory many of the profit-making ideas he accumulated in his tour of investigation, and he extends an invitation to all operators to "come in and talk over problems." ●

* * *

Manager: "From your references I see you've had four places in the past month."

Applicant (with great presence of mind): "Yes, sir, but that just goes to show how much in demand I am!"

ACE VENDING MACHINES

Are Made from the Finest Aluminum that Money Can Buy
See the Reason Why Vending Machine Operators Prefer

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Send for Samples of our famous "Boston Baked Beans"
TASTE WILL TELL **ABSOLUTELY STICKPROOF**

GLOBES and SUPPLIES for ALL MAKES of VENDORS
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M. A. GERETT CORP. ANNOUNCES

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Wm. NATHANSON

GUARANTEED FOR 2000 PLAYS

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CUT YOUR COST 20%

Cut your cost to 20% on your phonograph needles. MIRACLE POINTS are guaranteed for 2000 or more plays—THINK OF IT!

After you have played MIRACLE POINTS 2000 times, mail 10 to us and we will sharpen them for you for 60c. THINK OF IT!

PRICES

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Lots of 10 to 99.....40c each

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To introduce MIRACLE POINT phonograph needles send Four Dollars ($4.00) for trial ten and get two extra free—with money back guarantee.

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L. A. GAMES COMPANY

GUARANTEED FOR 2000 PLAYS

Wm. Nathanson

2833 West Pico Street **PArkway 9191** **Los Angeles, California**

New Combine

reported.

SAN FRANCISCO. (RC)—Latest and strangest combination in the vending machine realm is that of attorney and operator. David Emanuel was walking past Viking Specialty Co. one day on the way to his office when he caught sight of some stationery machines.

"Not a bit bad," he said to himself, and went in to inquire about them. One thing led to another, and he now has 80 percent of all the machines located in the San Francisco department stores—The Emporium, Hale's, The White House, City of Paris, O'Connor-Moffitt's, the Greyhound bus depot and the Ferry Building.

. . . for outstanding beauty, earning power and dependability, don't fail to see Seeburg's new

Concert Grand - Regal - Gem

"All you want in a phonograph-more than you expect"

Immediate action on your part will assure you prompt deliveries.

. . . and for the THRILL OF YOUR LIFE—get the prices on these fine phonographs in A-1 shape—there are several of each waiting for you to take them away—

Wurlitzer 312's, P-12's, 616's, 716's
Seeburg Symphonolas, Models A & B
Rock-Olas, 1935 & 1936
Gabels

E. T. MAPE MUSIC CO.

Exclusive Seeburg Distributors in California and Arizona

Jean J. Minthorne, Branch Manager

1517 West Pico **Los Angeles**

Robbins Policy

changed on vendor distribution.

BROOKLYN, N. Y.—When D. Robbins & Co. began making 2 in 1 Vendors several years ago their policy was to sell exclusively through distributors who did no operating. During the past year, however, various changes in the industry have led the majority of distributors to the point of necessary operating their own, and in tune with the times Robbins has decided to add distributor-operators in all territories where the 2 in 1 Vendor is not already placed.

In many ways, Robbins feels, the combination distributor-operator is a favorable influence because the actual operating experience enables him to guide the operator better in the profitable operation of independent routes. Coinmen are said to have responded in large numbers to the offer, largely because of the new Robbins stimulator plan which seems to be working out exceptionally well.

In Detroit the Lemke Coin Machine Co. which ordered a quantity of the vendors at the Chicago Show, have since reordered a considerable quantity of the double-column nut, confection and ball gum machines, and Robbins believes it to be a good indication, since Henry Lemke is recognized as an "old-timer." The Robbins firm also reports a sustained and enthusiastic interest in its apple vendor. ●

* * *

She (during quarrel): "I wish I'd thought twice before marrying you."

He: "I'd be satisfied if I'd really thought just once."

FIRE!

Don't misunderstand—this is NOT a "cut-price" sale—it's just that we want you to know operators are BURNING to get to Laymon's to order Genco's MAGIC ROLL, the game that's going like a HOUSE AFIRE!

Fascinating to Watch . . .
More Fascinating to Play!

Magic Roll

On-lookers line up for their turns to roll the hollow 2" chrome balls up the noiseless padded alley to hit the magnetized discs and see their scores flashed on the brilliant light-up scoreboard — winning two possible ways, high score or on the "criss-cross" principle with any three lights in a row.

MAGIC ROLL is:

- Silent in Operation
- Built in One-Piece Unit
- Designed to Attract
- Ready to Operate when you get it, complete with net and scoreboard attached, ready to move in!

GET YOURS NOW!

8' 4" long,
23½" wide.

$169.50

50-c
COIN MACHINE REVIEW

Here's another new one! — Genco's "Free Game" RECORDER!

"Free Play" device allows player to play off awards! Lite-Up and Playing Field action turns watchers into players! Ball makes a complete circle of playing field and starts upward toward a series of scoring gates. Skillful shooting drops the ball into the gates where it rolls over a contact, lighting a score on the backrack, and into the kicker lane. Kicker shoots the ball into the playing field where it scores by contact with bumper springs and roll-over switches. When score, registered in lights, reaches 4800 (or any score set by the operator) "Free Play" registers. Every additional 400 points registers another "Free Play" to the total award! Five ball play provides the player with real amusement for his coin!

ADJUSTABLE DIAL RECORDER, PLAYER'S "FREE PLAY" TAKE-OFF and LOCATION TAKE-OFF AND VEEDER COUNTER SIMPLIFY OPERATION!

Ready for Immediate Delivery — $89.50

PAUL A. LAYMON

DISTRIBUTOR & JOBBER OF QUALITY COIN OPERATED MACHINES

1503 West Pico — Los Angeles

DRexel 3209

Oakland Music Operators' Association

By D. H. PETSCH

The Oakland Music Operators' Association's annual banquet for the ladies, held this month at the Leamington Hotel, went down in phonograph history as a sensation. With 150 fun-loving people present, and with Al Lamb acting as master-of-ceremonies, the evening moved along and gathered speed at every moment. The crowd agreed that rarely has such a well-timed program been presented.

The new policy of Rock-Ola not to donate phonographs, no matter how worthy the cause, came near to gumming up plans for the banquet. Chances had been sold on the Wurlitzer piano, the Rock-Ola phonograph and the marble ashtray prior to the affair, and Action Sales Co. had put a Rock-Ola on display in the Leamington's lobby early in the week. What took place in the hurried Miller-Ziff huddle, no one will know, but Joe himself ended by donating the machine.

Before the drawing that evening, it was announced that the 250 remaining chances would be raffled off to the highest bidder. With five dollars' worth already in his pocket, Frank Clarke took the lot, but Fate chose someone else, and H. V. Munson of Berkeley's H. and A. Music Co. won the Rock-Ola on a $2 ticket. Mrs. Osbourne, wife of Wurlitzer's Northern California representative, won the Wurlitzer piano, but in order to convince the boys it wasn't a frame-up Osbourne immediately returned the ticket. On the second try little Miss Compagno, daughter of the San Francisco Association president, drew the ticket of Miss Peterson, a guest of one of the operators. Miss Peterson also won the ashtray, proving that lightning sometimes does strike the same house twice.

Al Lamb kept the program moving with his sleight-of-hand tricks, using everything from the rabbit-in-the-hat on up. An excellent floor show marked the high point of the entertainment. President George Miller introduced visiting celebrities and donors of the prizes, and Joe Ziff discovered how to become thoroughly unpopular with his wife during this part of the program. Joe was called to the telephone just prior to the donation of his Rock-Ola, and Mrs. Ziff had to pinch-hit with a few well-chosen words. It has been rumored that Ziff had the call arranged through the telephone company for a small consideration.

Several couples used the banquet as a means of entertaining friends. Mr. Norman, of Norman and Clemens, and his wife celebrated their fifth wedding anniversary by bringing their entire family to the affair. George Bates proved the life of the party but coinmen, jealous of his charm and ability to kiss all the ladies, blamed it on his age. "He's probably harmless," they muttered in their beards.

Everyone agreed that the Oakland musicmen know how to throw swell parties, and they all regretted that, like Mother's Day, Ladies' Night comes only once a year. ●

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Save money! We repoint old phonograph needles for $1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with $1.00! Results will amaze you!
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SEEBURG
ROCK-OLA
$50.00 up
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AMUSEMENT COMPANY
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441 North Lake Shore Drive

CLEVELAND, O.
The Moock Elec. Supply Company
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DALLAS, TEX.
Southwestern Music Corporation
1707 Young Street

DENVER, COLO.
Hendrie and Bolthoff Mfg. & Sup. Co. 1635 17th St.

MILWAUKEE, WIS.
Taylor Electric Company
112 North Broadway

NEWARK, N. J.
Krich-Radisco, Inc.
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AN OLD TIMER TELLS HOW

By CHARLES P. RODMAN

If you ask anyone in South Dakota what man in the state has made the greatest success in the coin machine game, invariably the answer will be "W. C. Fairbanks of Sioux Falls." If such is the case it is worth finding out who Fairbanks is, and how he has established the success generally attributed to him.

He first began as a salesman for the old Regina music box. When, in 1900, that gave out as an amusement feature, he entered the coin machine game as an operator. He has added equipment steadily until now he is the largest operator in the state of South Dakota. And here is the beauty of it—he is never in trouble as a result of trying to buck the law.

Fairbanks operates all legal machines, but before he "stocks up" you may be sure he has tried the equipment and found it a profit maker. And he makes no bones in saying he does make a profit. In fact his bank book shows that in more than one month of 1937 he gathered in $10,000. Of course such figures as that represents total income, and Fairbanks isn't telling how much of it went for operating expenses.

50-d
COIN MACHINE REVIEW

Another notable thing about Fairbanks is that his daughter, Mrs. Lillian Gifford, is associated with him. There are some who insinuate that she is the real power behind the throne. Be that as it may, the two of them make a team that is hard to beat. Undoubtedly it is to the sharp-seeing eye of Mrs. Gifford that so many of the locations have made good. She generally spots the location and almost invariably it turns out to be a winner.

The two members of the W. C. Fairbanks Co. have found that better taverns and night clubs are the best locations for music boxes. And Mrs. Gifford insists that the locations do just a little more than ordinarily might be expected of them. They are required to dust the machines off every morning and night and keep them looking attractive. That means a heavier cashbox, and makes profits for both the location and the operator.

Just now Fairbanks finds the best records are swing tunes—not the "hotsy-totsy" kind, but those with good rhythm. A frequent change of records is always welcomed by the public and this operator gives all that is desired and has kept the public with him.

Another requirement is that machines always be kept in good repair. Otherwise they lose, and the loss makes itself felt for a long time, if not permanently. Three men in the repair shop at Sioux Falls do nothing but keep the music machines in good shape. Mechanics must know their business, of course, for Fairbanks is a stickler for good workmanship.

This trait is evidenced by his selection of collectors, too. Route men must, first of all, be men of good principle and must have a known honest record. Another qualification is that they must be married and must be at least 35 years of age. Why? Because experience has shown they are worth more to the firm. Pleasing personality is one of the major qualifications.

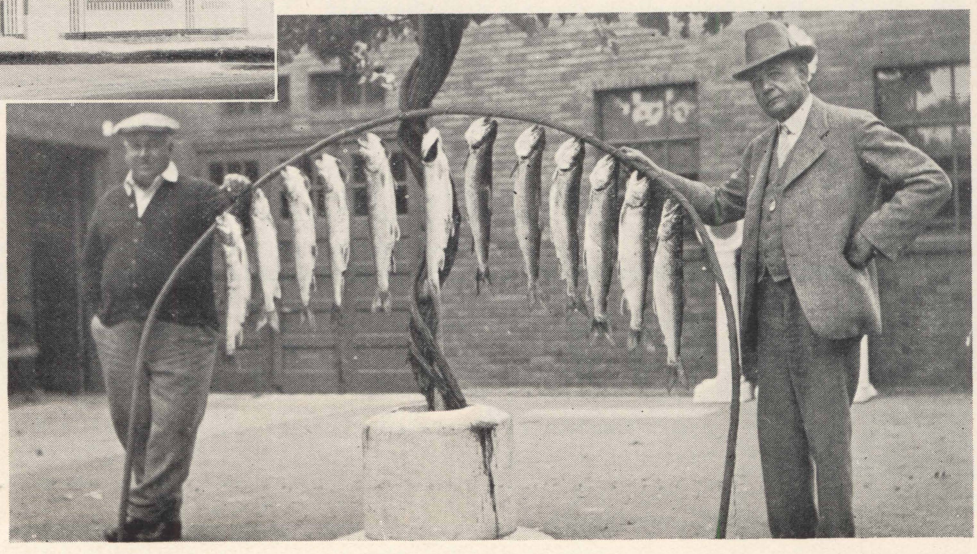
Asked what he considered a "good location," Fairbanks responded, "Well, in the city we have machines taking in $150 a week and that is rather above the average. The small town machines do not stand so high, but still they are just as productive of profit, for they do not require the work and labor to keep in repair as a rule."

Employment of loyal collectors is one of the big factors contributing to the success of the Fairbanks Co. Any time a route weakens the collector immediately takes off his coat and gets busy. He will go hunting for better locations, new locations, bolster up the old locations, and, in short, do everything possible to make it a paying proposition. For this he is allowed five per cent of the revenue, which is paid every six months, and usually amounts to a neat little sum. This is in addition to a regular monthly salary.

It is not all work with Mr. Fairbanks. He is past seventy and feels entitled to some pleasure now and then. One of his greatest joys comes in spending the time with his two great-granddaughters. He also delights in accompanying visitors through his 18-room office building. When he wants a real rest he hies himself to the lakes of northern Minnesota for a week of good fishing. "And you can tell 'em I always get a good string of finny beauties, too," he says, and furnishes a photograph to show what an "ordinary" catch means.

"Use discretion, conduct your business strictly legitimately, make it a real business proposition and then use all the common sense and energy you have and success can be attained in the coin machine field," was the parting advice offered by Mrs. Gifford, Fairbanks' daughter and associate.

And it must be right, that formula, for the pair have certainly made the business of W. C. Fairbanks Co. a real success.



Pictured above is the operating headquarters of W. C. Fairbanks & Co. in Sioux Falls. The photo at the right shows a two hour catch of trout, the smallest 4 pounds and the largest 6 pounds. Mr. Fairbanks is on the right.

Hits On Discs

Only Records Suitable for Automatic Phonograph Use Are Reviewed in These Columns
CODE TO SYMBOLS: O—ORCHESTRA; HB—HILLBILLY; V—VOCAL; N—NOVELTY; R—RACE

BRUNSWICK

RED NORVO (O) 8068
I WAS DOING ALL RIGHT (FT)
LOVE IS HERE TO STAY (FT)
IT'S WONDERFUL (FT)
ALWAYS AND ALWAYS (FT)

A pair of swellegants from the "Goldwyn Follies." The queen of them all, Mildred Bailey, holds forth on the vocals and brother, your bread is buttered. A great disc. Second pair, a trifle bit older, but just as interesting. The Bailey-Norvo combo. should bring in the coin.

TEDDY WILSON (O) 8070
WHEN YOU'RE SMILING (FT)
I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME (FT)

Here is another unbeatable combination . . . Wilson and Billie Holliday. Wilson bangs out, swing style, a pair of nifties, and Billie adds glamor to them with her lyric chanting. Very good.

HORACE HEIDT (O) 8073, 8074, 8075, 8078
HOW'DJA LIKE TO LOVE ME? (FT)
I FALL IN LOVE WITH YOU EVERY DAY (FT)
I'LL TAKE YOU HOME AGAIN KATHLEEN(FT)
HEIGH-HO (FT)
GUESS RIGHT WITH HORACE HEIDT (1 & 2)

When it comes to sweet swing nobody excels the Heidt combo. Here is living evidence. This sextet of tunes brings to the operator as fine a group of dance tunes any band has recorded in a week's period recently. Highly recommended. The entire organization participates to make these six sides truly worthy of your attention.

TI-PI-TIN (Waltz)
A SHACK IN THE BACK OF THE HILLS (FT)

This one requires a separate comment for it is destined to be one of the biggest Heidt has made for some little time. It is a perfect recording of the sensational new waltz plus a superb rendition of a popular slow foxtrot. This disc has two highly saleable numbers. Recommended.

RAY NOBLE (O) 8079
THE MOON OF MANAKOORA (FT)
I HADN'T ANYONE 'TILL YOU (FT)

You've heard, and used, many recordings of the first number but you've never had a production number like this 'un. It is entirely different and completely overshadows past efforts on the number. Worthy of a good try. Coupling is a slow ft., only fair.

RUSS MORGAN (O) 8080
ooooo-OH BOOM! (FT)
AT A PERFUME COUNTER (FT)

Hats off and a pair of cheers to Brunswick for this terrific double. Combining a fast novelty tune with a slow and dreamy foxtrot Russ Morgan acquits himself admirably. It really is a darb and you shouldn't miss it. We know many ops. are buying only the lower bracket records right at present but when records like this come along the operator is cheating himself for it will more than pay for itself in increased plays.

PINKY TOMLIN (V) 8082
HOME TOWN
SHENANIGANS

A pair of ditties particularly suitable to the style and delivery of Pinky Tomlin. First is an interesting and swingy old time style number that should click. Second hails from Republic's "Outside of Paradise" and has already won its spurs. Very fine vocal pairing.

BLUEBIRD

THE NORSEMAN (V) 7405
LET'S WALTZ FOR OLD TIME'S SAKE
I PASSED UP A WONDERFUL THING

An excellent male quartet does a noble job with these two tunes. First is by far the best and should coax the nickels. Well done and well recorded.

TUNE WRANGLERS (HB) 7413
FOUR LEAFED CLOVER (FT)
WHEN YOU THINK A WHOLE LOT ABOUT SOMEONE (FT)

Snappy, full of pep, and bound to please the hillbilly customers plenty. These fast numbers are genuinely good. First ditty is an old timer and second side offers a number that should register okeh.

BLUE BARRON (O) 7419
AT A PERFUME COUNTER (FT)
DID AN ANGEL KISS YOU? (FT)

A truly swell dance disc. Blue Barron has just been signed by Victor and this is his first offering under the Bluebird label. A finished band, solid tunes, and great arrangements.

FREDDY MARTIN (D) 7420
MY DAY (FT)
MAMMY BONG (FT)

Unusual numbers. Second leads the pair and has a Cuban flavor. Lyrics are plenty interesting. Good.

OZZIE NELSON (O) 7430, 7432
A SHACK IN THE BACK OF THE HILLS (FT)
THE OLD APPLE TREE (FT)
YOU'RE AN EDUCATION (FT)
IT'S EASIER SAID THAN DONE (FT)

A snappy foursome of delectable dance music. All played lively with suitable vocals. "The Old Apple Tree" turns out to be a humorous production vocal treat. All four are good and worth using.

The REVIEW is the only publication in the world maintaining a complete electrical department for reviewing records for the coin machine operator. The reviews appearing in these columns are staff produced by REVIEW men who play, examine, and form opinions for publication on every worthwhile disc made. This EXCLUSIVE REVIEW SERVICE is not available elsewhere.

DEAN HUDSON (N) 7433
LIEBESTRAUM
STORMY WEATHER

Here is a natural for automatic phonographs. The Glee Club assisted by the vibraphone turn in as fine a novelty vocal as we've had the privilege of reviewing for some little time. Get this and give it time to build. It's really tops!

ARTHUR TODD (V) 7434
THANKS FOR THE MEMORY
GOODNIGHT, SWEET DREAMS, GOODNIGHT

From the Radio City Rainbow Room comes this latest vocal rave of New York city. Tenor with guitar . . . and very good, too! The numbers are current favorites. The recording is perfect. The cash possibilities for the disc are apparent. 'Nuf sed.

BILL BOYD (HB) 7435
THAT'S WHY I'M JEALOUS OF YOU (FT)
AN ACE (FT)

This disc features two popular tunes. The first is rendered in a style that will click in barrooms while the second side is a novelty minstrel song and it's most profitable use is easy to determine. Good.

DECCA

FRANKIE CARLE (N) 1623
THE WEDDING OF THE PAINTED DOLL (FT)
DOLL DANCE (FT)

Popular piano with guitar, bass and drums. Both tunes are popular numbers of a few years back. This novel recording should excite attention and result in a substantial play.

BING CROSBY (V) 1616
DANCING UNDER THE STARS
PALACE IN PARADISE

With Lani McIntire and his Hawaiians Bing turns in two very fine vocal offerings. Second tune, by Harry Owens, is a honey.

BING CROSBY (V) 1648, 1649
ON THE SENTIMENTAL SIDE
MY HEART IS TAKING LESSONS
THE MOON OF MANAKOORA
THIS IS MY NIGHT TO DREAM

Crosby has always been a money maker for the operator. Here is a quartet of numbers that certainly will not disappoint. First pair and the fourth number come from Major Pictures' "Dr. Rhythm." Third tune claims "The Hurricane" for parentage. John Scott Trotter and his ork. back up. Great stuff for the enterprising op. Recommended.

JIMMY DORSEY (O) 1651, 1652
ON THE SENTIMENTAL SIDE (FT)
DOCTOR RHYTHM (FT)
MY FIRST IMPRESSION OF YOU (FT)
SMOKE FROM A CHIMNEY (FT)

A wonderful quartet of dance tunes. All foxtrots, all with vocals, all up-to-date.

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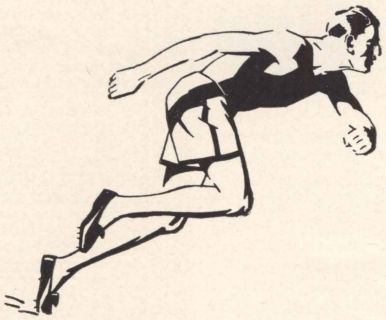

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MIKE RILEY (O) 1655
ooOOOH BOOM! (FT)
YOU'RE GIVING ME THE RUN AROUND (FT)

Here is the composer himself directing his own aggregation on the novelty number that is supposed to put all past hits in the ashcan. It really is clever . . . and good too. Coupling is fair.

GENE AUSTIN (V) 1656
DEAR OLD SOUTHLAND
CHINA BOY

About average material from this great popular tenor. His numbers strike a responsive chord in most individuals and this disc offers no exception. Nicely done, with Candy and Coco accompanying on the bass and guitar.

PIETRO (Accordion) 1668
FUNICULI, FUNICULA—VIVA LA GIGA
OVER THE WAVES (Waltz)

Two excellent accordion solos that should prove a wise investment for the operator. Many spots will go for material of this nature occasionally.

BOB CROSBY (O) 1657
ALWAYS AND ALWAYS (FT)
MORE THAN EVER (FT)
IN THE SHADE OF THE NEW APPLE TREE (FT)
IT'S EASIER SAID THAN DONE (FT)

A quartet of dandies. Wisely coupled these tunes offer a wealth of entertainment. Vocals are tops.

ANDY KIRK (O) 1663
POOR BUTTERFLY
LOVER, COME BACK TO ME (FT)

Operator numbers if there ever were any. These popular hits of a few years back are beautifully recorded by Kirk and his Clouds of Joy. A record that should be in every phono. stack every once in a while.

SMITH BALLEW (O) 1666
ON THE SUNNY SIDE OF THE ROCKIES
ALONG A TEXAS TRAIL

From the film "Roll Along Cowboy" comes this honeylamb hillbilly classic. Vocals predominate but still the record can be used for dance spots. Very good.

PERFECT
Ace of the Hit Parade!

PARADISE ISLAND TRIO (N) 1667
WHEN IT'S SPRINGTIME IN THE ROCKIES
ON MIAMI SHORE

Instrumental numbers of the highest calibre combining the use of steel guitar, pipe organ and vibraphone. Working together the three give the impression of a full combination. The tunes are established favorites. The arrangements need make no apologies. Recommended.

SHELTON BROS. (N) 5484
I TOLD THEM ALL ABOUT YOU
SEVEN YEARS WITH THE WRONG WOMAN

Here is a positive hit . . . seek no further. The first of this pair was a tremendous hit a few years back. The Shelton duo do justice to it. It's a saleable item and a dandy for most hillbilly and old time spots.

PERFECT

CHICK BULLOCK (O) 80304
THANKS FOR THE MEMORY (FT)
SMOKE FROM A CHIMNEY (FT)

Vocals predominate on both sides. Musical background is broad enough to make this an acceptable dance disc. Good.

GENE KARDOS (O) 80305
LOVE IS HERE TO STAY (FT)
LOVE WALKED IN (FT)

The love angle comes in for double treatment on this record. Tunes are by the Gershwins and currently are being featured in "Goldwyn Follies." Good dance material.

SONS OF THE PIONEERS (HB) 80358
LET'S PRETEND
MY SADDLE PALS AND I

A pair of hillbilly naturals. The oldtime singing of the Sons of the Pioneers is always tops and these two are no exception to the rule. A top disc for hillbilly spots. Vocals are clear and distinct and the close harmony is something to shout about.

VICTOR

ALLAN JONES (V) 4381
THE ONE I LOVE
COSI COSA

Two sparkling vocal numbers by the tenor Allan Jones with Nathaniel Shilkret's orchestra. This one will cost a little more than the regular records for it's a red seal but it is easily worth the difference. Numbers are from the MGM film "Everybody Sing." Really fine.

LARRY CLINTON (O) 25775
I FALL IN LOVE WITH YOU EVERY DAY (FT)
HOW'DJA LIKE TO LOVE ME? (FT)

From Paramount's "College Swing" comes this duo of dandies. Beatrice Wain does a swellegant job of the vocals. A hit.

GUY LOMBARDO (O) 25778
THE OLD APPLE TREE (FT)
IN THE NEIGHBORHOOD OF HEAVEN (FT)

It's not very often the Lombardos strut forth on a novelty tune with a flock of novelty lyrics but if this one is a fair sample of their ability let's have more. First side is a daisy. Second side reverts to the sweet, sophisticated sort of tripe that completely distinguishes the Lombardo band from the rest. Good.

"FATS" WALLER (O) 25779
BLUE, TURNING GREY OVER YOU (FT)
HONEYSUCKLE ROSE (FT)

The "Fats" jams two of his favorites. Strictly relaxed jazz. As such, fair. No vocals. Take it or leave it.

BUNNY BERIGAN (O) 25781
OUTSIDE OF PARADISE (FT)
A SERENADE TO THE STARS (FT)

A duo of ditties from pictures. The band swings h— out of both tunes. Both are excellent numbers, beautifully interpreted at a modern swing tempo by Bunny's band. For nickel gathering . . . fair.

GUY LOMBARDO (O) 25786
TI-PI-TIN (Waltz)
LET'S SAIL TO DREAMLAND (FT)

Here is a ditty that has a genuine appeal and is sure to build in popularity. We've called a few (mind you) wrong in the past but this one looks right for a heavy run. The Lombardos do a great job of recording it. The coupling brings to life a sleepy foxtrot. This disc is worth plenty of attention for the "A" side alone. It's great!

TOMMY DORSEY (O) 25774, 25780
ANNIE LAURIE (FT)
MORE THAN EVER (FT)
OH PROMISE ME (FT)
SHINE ON HARVEST MOON (FT)

First pair of foxtrots is in conventional foxtrot time but the second duo lets go in swing style. An exceptionally fine quartet of numbers. A wide variety to please every class of patronage.

LEWIS "RED" EVANS (N) 25788
THANKS FOR THE MEMORY (Parts 1 & 2)

Here is something absolutely different. Ev-

ans brings something new to swing—an ocarina played in the best hot style. The chap has created quite a sensation on the airways lately. On this pair the lad is backed by a standard 4-piece rhythm section and a trumpet. The singing puts it over. The new, and meaty lyrics are great. It will take two discs to get the full value. Recommended.

LEO REISMAN (O) 25790
THE MOON OF MANAKOORA (Waltz)
LOVE WALKED IN (FT)

The suave style of Reisman's combo. is paramount on the recordings of these two numbers. Beautiful examples of modern fox-trot music. Vocals are worthy of comment and an orchid to Felix Knight.

VOCALION

BOB SYLVESTER (O) 3946
I SEE YOUR FACE BEFORE ME (FT)
DOWN WHERE THE TRADE WINDS BLOW (FT)

Two picture tunes done in true showmanship style. The vocals are particularly well handled. All in all it's a danceable disc and should coax the silver.

BILLIE HOLIDAY (O) 3947
ON THE SENTIMENTAL SIDE (FT)
NOW THEY CALL IT SWING (FT)

Slow, moanin' hot . . . and terrific! When Billie lets loose, let the Saints help us. This is a great record for dance spots. Billie does vocals throughout. It's really swell.

HOOSIER HOT SHOTS (N) 3949
I AIN'T GOT NOBODY
VIRGINIA BLUES

A hot dance natural. Everybody knows and loves "I Ain't Got Nobody." After they hear the Hot Shots' arrangement and rendition they'll buy the privilege of hearing it over and over again. It's coppasetic. Coupling is weak.

DOLLY DAWN (O) 3956
OOOOO-OH BOOM! (FT)
YOU WENT TO MY HEAD (FT)

Mike Riley, he of "Music Goes Down and Around" fame, figured the nation needed a successor to "Bei Mir Bist Du Schon" and here it is. It's an infectious ditty that will probably register big. Catchy, clever, and good enough to last a while. Dolly does a fair job of selling the number. Pairing is average.

BERT BLOCK (O) 3959
WHISTLE WHILE YOU WORK (FT)
A LITTLE WHITE LIGHTHOUSE (FT)

Here is a combination that should pay its way. First is from "Snow White and the Seven Dwarfs" and is the most popular tune from the picture. Block and his Bell Music does a neat job of waxing it. Second is a straight foxtrot favorite exceptionally well done.

DOLLY DAWN (O) 3968
ON THE SENTIMENTAL SIDE (FT)
MY HEART IS TAKING LESSONS (FT)

Played in modern dance style this pair of rollicking foxtrots will pass if inspection is not too severe. Dolly sings and does a fair job. Orchestra does a nice job with ordinary arrangements. Good.

BERT BLOCK (O) 3969
THIS IS MY NIGHT TO DREAM (FT)
I CAN DREAM, CAN'T I? (FT)

A great pair of numbers, beautifully recorded. Arrangements tops, vocals nicely handled. Easy to dance and listen to. Grand.

CAB CALLOWAY (O) 3970
DOING THE REACTIONARY (FT)
ONE BIG UNION FOR TWO (FT)

From "Pins and Needles" comes this duo of hi-de-ho material. Cab does the vocals in usual style, and the ork. does its best. A swell disc for hot stuff fans.

BOB SYLVESTER (O) 3971
DO YOU KNOW YOUR A B C? (FT)
SUNDAY IN THE PARK (FT)

The teacher and the pupils give out vocally on the lyrics of the first number. A nobby novelty recording. Second is more conventional but equally worthwhile. A five star dance disc.

THE KIDOODLERS (N) 3974
BYE, BYE, BLACKBIRD
I HOPE, I HOPE, I HOPE

Not to be scoffed at is this novelty recording of the Kidoodlers. Years ago the first tune was a rage. Rearranged and re-recorded the number will still get plenty of plays. The rattle bone work is exceptionally good. Coupling is only fair.

TEXAS JIM LEWIS (HB) 3977
12TH STREET RAG
'WAY DOWN UPON THE SWANEE RIVER

Instrumental dance numbers with singing by Texas Jim Lewis and his Lone Star Cowboys. Loud and suitable for those what likes 'em thataway. A lot of music is packed on the two sides of this disc.

Technical expert in more than one sense, Laurence Cooper combines skill in field instruction for the Rudolph Wurlitzer Co. in Bob Bleekman's Chicago district office, and in drawing a bead on an 8-point buck deer. A-hunting he went with Bleekman, and each got a prize buck the first day of the current season. Cooper thinks both hunting and Wurlitzer operators are "swell."

Mape Plans

changes.

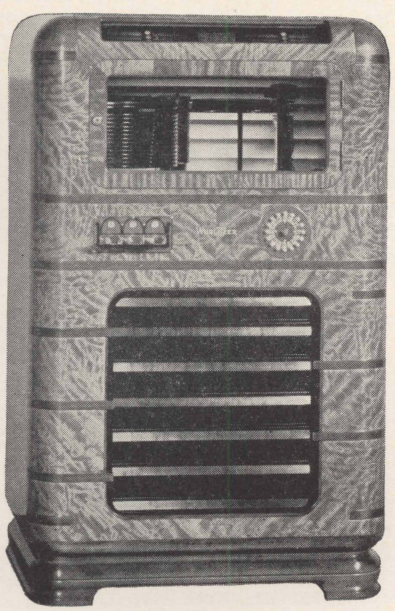
SAN FRANCISCO. (RC) — A new showroom and offices rivaling the finest in the West are planned by E. T. Mape Music Co. this month for their San Francisco plant. The showroom will occupy the entire front section of the street floor, and present offices are being torn out to provide space for the alterations. An elevator will go in near the front door to facilitate moving of phonographs and customers. The newly arranged offices will be built at the rear of the main floor and decorated in cream with mahogany furniture.

Richard Groetchen of the Groetchen Tool Co. of Chicago paid a visit to San Francisco this month, and named Mape distributor for Groetchen equipment in California, Oregon, Washington and Utah. Already Ed Mape reports sizeable sales on Ginger, Bell Fruit and small counter games.

With his auditor, Carl Anderson, Mape is now spending two days a week in his Los Angeles office. Asked how he liked the life of a traveling man, Ed replied, "It's still new to me," which is a very broad statement in itself.

Mape, Bally distributor, has named Golden Gate Novelty Co., under the management of Mrs. Felice Church, an additional outlet for Bally equipment. Mrs. Church reports that Bally Reserve is tops in the game line at present, but adds that Bally Zephyr is not far behind. Austin Bennett, formerly with O. K. Novelty Co. and the Jack R. Moore office in San Francisco, has been added to Golden Gate's mechanical staff. ●

RICHARME for PHONOGRAPHS



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LOS ANGELES HIllside 7881 CALIFORNIA

Phonograph Operators of Eastern Pennsylvania and New Jersey

President—FRANK ENGEL; Vice-President—JACK SHEPPARD; Secretary—JOSEPH MELLWIG; Treasurer—MAURICE MARGOLIS; Business Manager—FRANK HAMMOND. Offices, 2013 Market Street, Philadelphia.

By HARRY BORTNICK

Confirming the previous month's elections, installation of officers formed the main part of the regular February meeting of the Association, together with a discussion of the banquet given February 24. Frank Engel, incumbent, was reinstalled as president by unanimous vote. Jack Sheppard, due to his intense enthusiasm and the tremendous interest displayed in the welfare of members, was installed as vice-president. Joseph Mellwig, able young operator, was named secretary, while honest, honorable and capable "Reds" Margolis was entrusted with the funds again and reinstalled as treasurer.

The board of directors has the following members: Harry Scherdorf, Alec Lederer, Larry Yanks, Ed Klein and Sam Weinstein. New committee chairmen named by President Engel include: Maurice Finkel, house committee; Frank Viscidi, membership; Sam Weinstein, good and welfare; Irv Newman, entertainment; Phil Frank, legal.

A new graduated scale of dues was introduced and adopted by the board of directors, and under their administration it was put into immediate effect. The system is based on a certain charge for labels, and as the number of machines increases the price of the labels goes down. Thus, after a certain number of labels have been accepted by the operators, the price becomes increasingly lower so that the last labels cost very little. Undoubtedly more equitable than the previous system, the new plan was approved by the entire membership.

The number of affiliations with the Association has been increasing rapidly during recent weeks and the newest members who have been accepted include Edward Leopold, William M. Hopkins, operating under the name of United Music Co.; and Charles Juniawicz of Atlantic City, who claims the record for being the most distantly located member of the organization. The application of George Zercher of Wayne has been taken up and will be acted upon by the membership committee.

Held Thursday night, February 24, at the International Arcadia Restaurant, concurrent with the opening of Bunny Berrigan's orchestra, the Association's banquet proved to be a gala affair. Irv Newman emceed the banquet proper, and did a capable job of conducting the affair, according to the admissions of most of the 120 people—operators and their employees with wives and girlfriends—who attended. Newman introduced President Engel who, in turn, introduced and eulogized retiring officers, newly installed officers and board of directors to sustained and prolonged applause. As the evening's guest of honor Engel introduced Bob Fitzgerald and his charming wife. Fitzgerald, a member of Pennsylvania's Internal Revenue department, long has been friendly and helpful to operators in explaining the frequently puzzling and complicated regulations of the state liquor board, and in token of appreciation for his help a beautiful RCA-Victor radio-phonograph combination was presented him. An equally sincere tribute was paid Business Manager Frank Hammond for his work with presentation of a handsome military brush set. Fitzgerald responded with appropriate words of appreciation but Hammond was so surprised he was unable to gather any words.

Other guests introduced to the gathering were Jack Brandt, secretary, and Marty Mitnick, president of the Philadelphia Coin Machine Association; Bernard Cohn, counsel for that body; Harold Camp of Fairmore Music Co. of Reading, president of the newly-formed upstate chapter of the Phonograph Association. Jobber and manufacturer representatives present included Larry Urban, Ed Pinsky and Nelson Verbit of the Raymond Rosen Co., Victor-Bluebird record distributors in this section; Harry Kruse, New York manager of the Decca company, and George Freeman, local distributor; Eisen and Margolin of Penn-Coinamatic, Wurlitzer representatives; and Monty Spiegel of B. D. Lazar and Co., Rock-Ola distributor.

During the banquet diners were entertained by music from a new 24-record Wurlitzer loaned by Penn-Coinamatic and filled with Bunny Berrigan records supplied by Victor. After dinner the party danced to music made by Berri-

PHONOGRAPH HEADQUARTERS

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#1 **10 1937 Wurlitzer Skeeballs, late models, on or off location, net $100.00 per wk. Will sell for reasonable price.**

#2 **10 1936 Rockolas, late model No. 2s, on or off location, each ..... $75.00.**

#3 **15 Wurlitzer 412s and 312s, on or off location. Will sell for reasonable price.**

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#5 **Note all used phonographs we sell are equipped with Streamline Light-Up Grilles.**

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Will take in trade: BANK ROLLS, 1937 Wurlitzer Skee Balls and Used Phonographs

L. A. GAMES CO.

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gan's orchestra in person, and many of the banqueters got a personal introduction to the likable, jovial musician. Also introduced was Philadelphia's most popular localad-musician, Jan Savitt, who leads the Top-Hatters.

As the affair neared its close Bunny Berrigan stepped down on the dance floor and drew a ticket which won for Bill Murphy's good-looking girl-friend the radio contributed by B. D. Lazar. ●

Music Operators' Association, Inc., of Houston

President—WILLIAM PEACOCK; Vice-President — FRED McCLURE; Treasurer — LESTER HEARN; Executive Secretary — W. A. NIEMACKL, P. O. Box 2250, Houston, Texas, Phone Fairfax 2648.

The regular business meeting of Music Operators' Association was held on the evening of February 3 at Ben Milam Hotel.

There was considerable discussion concerning the use of popular records on radio programs. Specific complaints were that one program, sponsored by a local brewery, has made a practice of playing the hottest numbers out, thus causing operators who had bought those particular records considerable loss. Several cases were cited where roadhouses, taverns, etc. had cut out all phonographs after midnight, and turned on the radio. A motion, made by Lester Hearn and seconded by W. C. Atkins, was passed to present a signed petition to sponsors of radio programs asking their consideration, with forms of petition to be drawn up by the executive secretary and distributed among members.

Under new business E. M. Gates suggested a filing system or clearing house where undesirable locations might be listed. After some discussion a motion was passed instructing the secretary to prepare a file where a record of undesirable locations and location owners would be kept for benefit of Association members. By "undesirable" was meant location owners who borrowed money from operators and changed their place of business overnight without leaving their new address; those who robbed, tinkered with, or abused operators' equipment; and locations where apparently no effort was made to protect operators' machines from unusual rough usage or abuse and thieves.

Two new official appointments were confirmed as follows: funeral director, Ogle West Undertaking Co., and flowers, Avenue Florist. The Association does not, as yet, have a chaplain.

The meeting adjourned at nine o'clock and members spent a social hour enjoying a lunch, treat of the Association, and beer furnished by Southern Brewery of Houston. ●

Burch to Texas

LOS ANGELES.—Jack R. Burch, distributor of Snacks merchandising machines in California, Arizona and Texas, has left his attractive quarters on North Highland Avenue for a visit to the Texas area, where he reports a growing interest in the equipment of the Trimount Coin Machine Co. of Boston. ●

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1503 W. PICO ST. DR. 3209 LOS ANGELES

Reading Chapter, Phonograph Operators of Eastern Pennsylvania and New Jersey

President — HAROLD CAMP; Vice-President — WALTER C. YOST; Secretary-Treasurer — S. HOFFMAN.

A meeting held at the Hotel Berkshire recently, saw election of temporary officers who will guide the Association chapter until the official elections, scheduled in about three months. In addition to those listed above, officers include the following board of directors members: R. M. Minium, Lewisberg; H. Haines, Reading; R. C. Williams, West Reading; John J. Martin, Berwick; William J. Embar, Lebanon; Joseph Malnick, Tower City.

Policies and practices used by the main body of the organization in Philadelphia have been adopted by the Reading branch, and members have pledged themselves to bring one new operator to the meeting. Two new members have already been inducted: M. F. Malarky of Pottsville, and K. & S. Amusement Co., Reading.

This group is growing and expanding into other sections of the state with the hope of including every phonograph operator in the central portion of Pennsylvania. The campaign for new members has been extended already to Allentown, where the next meeting will be held.

Asides

Somebody should have brought one of Cy Glickman's Steppin' Sam dancing boys to the Association banquet and then the entertainment would have been complete. What one of those little dancing boys would have done with Bunny Berrigan's music as a background would have shamed Fred Astaire.

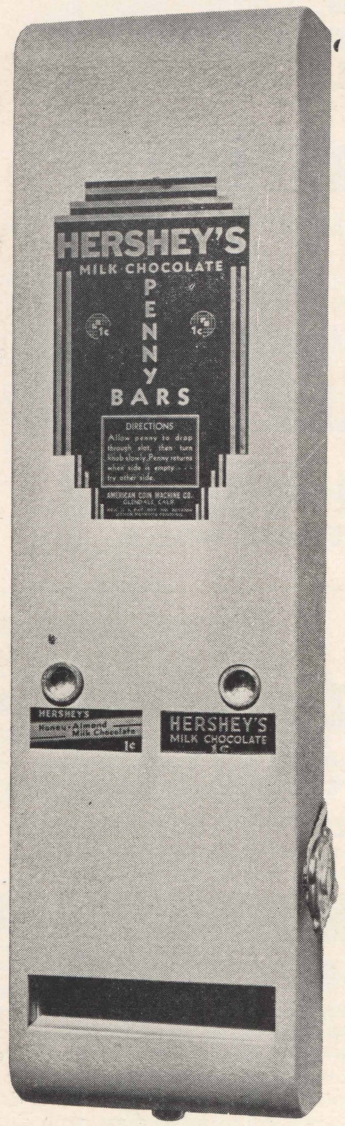
The event brought out plenty of one-time operators who have retired from the business but who wanted a chance to get together with old competitors. They expressed amazement at the changes wrought in the phonograph business and the cooperation shown by present-day operators.

Have you boys looked at the ads from localads, in this issue? There's Cy Glickman with both Poko-Lite and Steppin' Sam—both profit-makers. Sam Lerner guarantees his offering in the ad on the Bargain Mart page, and so do Keystone Music, who have a big ad there, and "Reds" Margolis. And when you want punchboards, see the Globe Printing Co.'s line. How about some of you others trying the COIN MACHINE REVIEW? Then watch what an ad does for your sales. ●

COLUMBIA
Gem of Them All!

OPERATORS

All of You Have Profitable Locations For This Machine



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E. T. Barron & Co., Minneapolis, Minn.
Markepp Co., Cleveland, Ohio
Oriole Coin Machine Co., Washington, D. C.
York Vending Co., York, Pa.
Howard Sales Co., Omaha
Seiden Distributing Co., Albany
Mills-Viking Co., Los Angeles
Will P. Canaan, Los Angeles
Reliable Vending Machine Co., Los Angeles
Operators Vending Machine Supply Co., Los Angeles
Boyle Amusement Co., Oklahoma City

Distributors
Investigate Our Deal

American Coin Machine Co.
356 Cumberland Road
Glendale California

Record Volume

of business handled by woman operator.

LOS ANGELES.—There are many operators servicing merchandise vending machines who do not keep a careful record of the merchandise—particularly the bulk merchandise — which goes through their machines, and who consequently do not realize the magnitude of this particular part of the vending machine business.

It will interest many operators to know something of the volume of merchandise handled in a year's time by a full-time operator, and a woman operator at that. Women are sometimes referred to as the weaker sex, but this woman is purchasing at the present time for her route enough merchandise each week that, when added up for a year's period, the total figure will make a good many men operators sit up and take notice.

M. I. Slater of Mills-Viking Co. reports that this lady moves ten tons of ball gum and over ten tons of Boston beans each year. Reduced to pounds, that means 40,000 pounds or more of weight in merchandise. In addition the route requires about 50 packs of toys each month, or over 600 for the entire year.

If operators generally would keep a closer record of their merchandise purchases they would have a much better picture of the volume of their business, plus a knowledge of the amount of profit per pound they are making, and they would realize more fully just how good a business they are in. ●

BRAND NEW!

Turf Queen	**$56.50**
Dux	**39.50**
Chico Derby	**25.00**

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1725 Diversey Blvd. Chicago, Ill.

Up-to-Minute

records important.

DAYTON, O. (RC)—At a local bookstore Robert Lutes of W & L Service purchased some wire hangers that are proving valuable in suspending sheets on the wall announcing latest record releases. By keeping each recording firm's announcement on a separate hanger, with the "Hit Parade" sheet on top, the office force may refer quickly and easily to what is being offered.

W & L Service believes in keeping its record file alive and up-to-date. The Dayton firm is of the opinion that the operator's waking moments can be spent very profitably listening to records, keeping his ears open for what people on the street are whistling, and agitating his brain as to what records to put where in order to keep the nickels flowing into the machines.

"Don't think for a minute a location proprietor isn't attentive to what records you are putting on the machine," said Lutes. "He is aware of what tunes are clicking at the moment, and he expects the operator to be just a little bit ahead of him on this information. If he feels you aren't keeping up with what is going on in the world, or that you aren't investing enough money in new records, it is natural for him to lose interest in your machine." ●

Brant Joins

Western Distributors.

SEATTLE.—Formerly head of the San Francisco office of the Jack R. Moore organization, and previous to that a pioneer operator in Portland, Arthur A. Brant has joined the Lou Wolcher organization in the capacity of manager of Western Distributors, Inc., in the Northwest, with headquarters in Seattle.

Brant severed his connection with the Moore organization some time ago, leaving a host of friends there and in San Francisco where he was always known for his dependability and fair dealing. Many of his business acquaintances there developed into close personal friends. A trip to Australia, just before his affiliation with the Moore firm in San Francisco, resulted in a nice export business to friends and accounts there.

In joining the Wolcher Company Brant looks forward to renewed successes and anticipates a pleasant connection with one of the largest firms on the Coast. ●

STEADY, MONEY-MAKING
TRADE STIMULATOR

OK 5c BALL GUM VENDOR

Vends gum with numbers inserted reading from 1 to 1200. Capacity: 1200 balls.

Takes in $60. Pays out $30 in trade awards.

Price Only **$15.00**

For one O.K. Gum Vendor with 1200 balls of numbered gum FREE.

Write for Quantity Prices

D. Robbins & Co.
1141 De Kalb Ave.
Brooklyn, N. Y.

CLICK!

Magic Roll

GENCO'S NEW LOW-PRICED BALL and MAGNET ACTION ALLEY!

IRRESISTIBLE APPEAL! LEGAL *Everywhere!*

SILENT OPERATION—
Lightweight 2" hollow chrome balls roll silently on the padded alley.

STURDY ONE-PIECE CONSTRUCTION—
No joints to come loose or complicate installation.

FITS ALL LOCATIONS—
8 ft. 4 in. long, 23½ in. wide. Weighs no more than an average novelty game.

ATTRACTIVE DESIGN—
Brilliant coloring . . . streamlined. An eye-catcher anywhere!

COMES READY TO OPERATE—
Complete with net and light-up scoreboard, ready to move in on location.

HE LOWEST PRICED
OWLING GAME EVER BUILT!
Only $169.50
F.O.B. Chicago

GENCO INC.
2621 N. ASHLAND AVE.
CHICAGO, ILLINOIS

RATE: 5c PER WORD
MINIMUM $1.00

Bargain Mart

NO GENERAL DELIVERY ADS ACCEPTED

COIN COUNTERS

Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size $1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

FOR SALE

Peanut and Ball Gum Machines, used, $1.50 and up. Parts and globes for all Columbus models. Lohmuller—4 in 1; $4.50 to $6.50; Penny Kings, $1.60; Columbus and Northwestern, $3.00. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (JC-FF)

TOKENS AND CHECKS

We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

BARGAIN LIST

Goodbody's Bargain List is waiting for you. We buy, sell or exchange. GOODBODY, 1824 East Main St., Rochester, N. Y. (JFM-P)

FOR SALE

Ideal Scales, $20.00; Tube Coin Wrappers for all coins, 60c per 1,000. Free Counter with all orders of 5,000, $3.00. Peanut Machines, $1.00 each. Want Pace Scales. Penny or Nickel Counters, 55c. HEINEMAN, 656 Selden, Detroit, Mich. (FMA-C)

SUPPLIES FOR SALE

Tubular Coin Wrappers, Best Kraft Paper, 48c per thousand in 20,000 lots. Coin Counters guaranteed perfect, heavy aluminum, penny or nickel size, $1.00 each. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (JC-FF)

SLUG EVIL

Stop the Slug Evil. REVIEW Slug Cards will do the trick. Printed attractively on heavy cardboard these cards will last for months. 20c per dozen in any quantity, plus 10c packing and mailing charge on each order. COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles, Calif.

SLOT MACHINES REPAIRED

Adjusted, percentage changed, converted to mystery pay. Refinished and made to look like new. Award cards, reel strips, etc. Prompt attention to shipments. Wire for prices. Reference: Coin Machine Review. GRAHAM, 212 E. Palmer Avenue, Glendale, Calif. Phone: Kenwood 1093. (S-P)

FOR SALE

Paces Races at lowest prices. Cash and check separator models, perfect condition. CHARLES PITTLE COMPANY, New Bedford, Mass. (SS-C)

COIN COUNTERS

Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price $1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

TERRITORY CLOSED

Give Away Prices! 600 Machines for sale. Preakness, Arlington, De Luxe Sportsmen, $35.00; Hit Parade, $30.00; Air Races, Electric Eye, Speed King, $25.00; Heavyweight, Winner, Springtime, Golden Wheel, $20.00; Carom, Post Time, Hialeah, Flying Hi, Policy, Belmont, $15.00; Bally Multiple, Bonus, All Star, Saratoga, Sunshine Baseball, Sunshine Derby, Pamco Out, Top 'Em, Red Dials, $10.00; Jumbo, Prospector, Big Shot, Caliente, De Luxe 46, Rodeo, Stampede, Mammoth, Repeater, Daily Limit, Peerless, Chase, Mystery 3, Hollywood Double Header, $5.00. All machines as taken off location, in good condition. If crating necessary $5.00 extra on large machines, $2.50 on small. One-third with order, balance c. o. d. WESTERN SALES CO., 1527 Franklin Boulevard, Eugene, Oregon. (M-P)

SUPPLIES FOR SALE

Five Star Ball Gum $10.50 per case (100 Bxs.) Freight Prepaid. Special quotations on 10 and 25 case lots. AMERICAN CHICLE FACTORY DISTRIBUTOR, 1322 Congress St., Chicago, Ill. (JC-FF)

FOR SALE

Erie Diggers, $18.00; Iron Claws, $30.00; Merchantmen, roll chutes, $45.00; Mutoscope Diggers, $40.00; 30 2-column stick gum machines, chrome, for Wrigley Spearmint and Doublemint, $8.00; 40 3-lb. Supreme peanut machines, $2.50; 6-lb., $3.50; 20 Columbus 8-lb. model A, $3.00; 50 Mills 5-column slug proof 5c candy bar machines, like new, with metal stands, $30.00; 50 Stewart & McGuire 4-column gum machines, like new, slug proof, $9.00; 30 Advance Duplex E Napkin or Handkerchief, $4.75; Package cigarette machines, all sizes, $22.50 up; 30 Pie-Sandwich 10c machines, $8.00; 10 6-column National cigarette machines with metal stand, $8.00; 20 Log Cabin Duplex vendors, $9.00; 20 Mills Modern all porcelain scales, $29.00; K-O Fighters, 25.00 each; 30 Exhibit moving picture machines with five sets of pictures, $8.00; 10 Snax Stores 5c candy bar machines, with stands, perfect, $30.00 each. NATIONAL VENDING MACHINE CO., 4242-44-46 Market St., Philadelphia, Pa. (M-P)

SACRIFICE

12 Keeney Bowlettes, 14 foot; 8 Genco Bankrolls, 14 foot, $29.50 each, f. o. b. Philadelphia. SAM LERNER, 1801 Erlen Road, Philadelphia, Pa. (M-C)

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MARCH, 1938

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